

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

J. S. BRIGGS

VOL. XLIV. NEW YORK, AUGUST 26, 1903.

No. 9.

For September Edition of THE WOMAN'S FARM JOURNAL

We Guarantee Advertisers a
Circulation Exceeding

400,000 COPIES, FULL COUNT
FOR \$1.00 PER LINE.

*We agree to prove "over" 400,000 copies, full count, to the
Advertiser's satisfaction or run his advertisement free.*

MR. ADVERTISER:—

You are paying almost twice this rate in any other monthly publication that you are using.

Commencing with October Edition, advertising rate in THE WOMAN'S FARM JOURNAL will be advanced to \$2.00 per line, and we are making September **400,000 copies, full count**, as a Banner Issue to give you a chance to test THE WOMAN'S FARM JOURNAL with a "Keyed" ad.

THE WOMAN'S FARM JOURNAL is now in its thirteenth year, and for that time has been the standard publication for the women on the farm and in the rural towns and communities. It is the only paper published in the interest of the woman on the farm.

Last Forms for September Edition will Close September 7th.

**Better Consult Your Advertising Agent
and have your order sent at once.**

The Woman's Farm Journal,
St. Louis, Missouri.

Western Representative, GEO. B. HISCHE, Hartford Building, Chicago.
Eastern Representative, A. A. HINKLEY, Flat Iron Building, New York.



The Butterick Trio

FOR NOVEMBER

offers, quality considered, maximum circulation at minimum cost of any magazine for women. Forms close September 10th.

"THE DELINEATOR has the largest circulation of any magazine published in New York city or New York State."—*Printers' Ink.*

The circulation for October will be 900,000 copies, at \$5.00 a line.

"THE DESIGNER has a circulation of 221,929 copies."—*American Newspaper Directory.*

The circulation for October will be 240,000 at \$1.00 a line.

The **NEW IDEA WOMAN'S MAGAZINE**, beginning with the September number, has a circulation 200,000 copies, at 75 cents a line.

Sample copies of The Butterick Trio will be sent to any advertiser or prospective advertiser by addressing

THOMAS BALMER, Advertising Manager

17 West Thirteenth Street, New York
200 Monroe Street, Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLIV.

NEW YORK, AUGUST 26, 1903.

No. 9.

WITH ENGLISH ADVERTISERS.

S. B. By T. Russell.

Advertising is an art that is ever-changing in its manifestations, constantly varying in its requirements of those who practice it. But it has some bed-rock principles that do not change, and PRINTERS' INK has never wavered in its inculcation of them.

* * *

One of these principles is that the introduction of personalities (especially unpleasant ones) into advertisements is always wrong, because it is always unprofitable. We had a year or two ago in this market a somewhat subtle illustration of the fact. I call it subtle, because the personal feeling which motivated certain acts of one of our largest advertisers was never apparent to the general public. But the fact was there, and the mistake was there. I do not propose to be the means of reviving an old bitterness by mentioning any names, but the circumstances are these: A certain business has been carried on here for some twenty years. It is a highly successful business, and up to a year or two back it had always been run on one plan. At the time I now refer to, a violent personal difference led to a change of management. The man who had been in charge for a long time was removed from the control, and the proprietors of the business took over the management for themselves. So great was their personal animosity against their late manager, that they seem to have had only one fixed principle—to observe what the last man had been in the habit of doing, and act differently. They even got rid, not merely of his personal staff, but even of the very subordinates, who cannot have had any direct

contact with the manager. They abandoned the style of newspaper advertising which had made the trade, and took up an exactly opposite style. They changed their printers. They adopted wall posters, a form of publicity utterly unsuited to their particular kind of trade; and if there had been any other discoverable manner of doing differently, they would have adopted that also.

* * *

The consequence was that a bad slump occurred in their sales, and the business went all to pieces until the animus of the proprietors wore off and they appointed a new manager, with a free hand, and let him run the business for dividends and not for rancor. He reverted to some methods of the old manager, and modified others. I saw the balance sheet of that concern the other day, and can assure you that it was a very healthy document.

* * *

It may be taken for a pretty sure rule, that when there is strong personal vindictiveness, the reason is that trade is unsatisfactory. The case I have been referring to is an exception; the proprietors in this instance damaged a prosperous business in order to gratify personal feeling. Taking men in the bulk, I do not think that personal hatred of rivals enters very largely into business, and I know of instances of great personal magnanimity. Last year the chocolate factory of the Dr. Tibble's Vi-Cocoa Company was burned out. The first post next day brought a letter from Messrs. Cadbury, offering assistance. Now the Vi-Cocoa advertising is known to have made things at all events "lively" for Cadbury's. Yet in their hour of trouble the new concern found these magnanimous

magnates early on record with friendly offers, and I believe (though it is only of this case that I can speak from actual information) that other firms, who must certainly have felt the Tibble competition, showed the same good feeling. I take this to be an indication of a fact that PRINTERS' INK has often pointed out, namely that all advertising makes business. Most likely the Tibble advertising, to the excellence of which I have more than once called attention, has actually created cocoa trade; more people drink more cocoa to-day than before. There is room for everybody. A new article in any line of commerce will, if properly advertised, find out and create new consumers. The only man who suffers beyond cure from fresh competition is the man who considers that it is no good beginning to advertise until the other fellow gets tired and quits.

* * *

There is another aspect in which the word personality enters into the vocabulary of the critic of advertising. The best advertising always has an element of personality in it. It reflects the individuality of the mind that is directing it. It is a fact which will be obvious to any student of English advertising at the present time, that the remarkable personality of Mr. J. E. Powers is exercising a considerable influence on copy. We have some of Mr. Powers' work actually in the papers—not all of it showing him (if a critic of my humble rank may hazard the opinion) at his extraordinary best. And there is other advertising which Mr. Powers has quite manifestly influenced. The following examples include both kinds:

WASHDAY.

What think you of bending over a tub all day with a soap that won't return its money and backache?

Fels-Naptha, no-backache, can't get rid of its money; nobody wants it.

Fels-Naptha, 39 Wilson street, London, E. C.

Whatever you are, whether Tinker, Tailor, Soldier, Sailor, Rich Man, or Poor Man eat MACKINTOSH'S TOF-FEE. It will make you feel happy and do you good. The best in the world.

DREAMS.

Some cheese makes you dream and you wish it wouldn't. St. Ivel Cheese doesn't, and yet it is good enough to dream of.

Easily digested.

Send 9d. to sole makers, Alpin & Barrett, &c., Ltd., Yeovil, Somerset, for sample cheese and "Secret of St. Ivel," post free.

The St. Ivel Cheese advertisement which is quoted above bears evidence of Mr. Powers' influence; but I do not think Mr. Powers wrote it. This opinion is based on internal evidence, and if I am wrong, someone will be sure to contradict me, though it will probably not be Mr. Powers.

* * *

I do not think Mr. Powers would have introduced the suggestion that "Some cheese makes you dream, and you wish it wouldn't." Nightmare is the last idea which ought to be suggested to the mind of a man or woman who is thought likely to be considering the purchase of cheese. The less the possible drawbacks of the merchandise one has to advertise are hinted at—even to negative them—the better the advertising. And where a heavy display line is introduced into an advertisement, it should, as a general rule be the name of the goods—at all events here and now. This little ad is not being published to advertise dreams—no, nor even the absence of dreams—but cheese. Yet, even though there seem to me two grave faults in about ten lines of type, it would be difficult to say that the St. Ivel Cheese advertisement is not a good and striking advertisement. It would be better still if it told us more of the exclusive characteristics of the goods. In this connection I want to thank PRINTERS' INK for a most pregnant little aphorism, worthy to be set up in letters of gold in the study of every advertising man throughout the world. It is contained in the Little Schoolmaster's lesson book for July 1st, 1903, and it runs as follows (it won't use up much gold):

There are few commodities of which nothing new can be said. But do not study how to say something new. Study the commodity.

How often have I tried to say

this, and how consistently have I failed to achieve the beautiful terseness and efficiency of that statement of the principle!

* * *

The A. J. White Company (how did an American, whose name was Andrew J. White escape from having Jackson for his middle name, I wonder? but J. in this case stands for Judson), have had a diverting quarrel with their auditors. The White Company propriety "Mother Siegel's Syrup," one of the largest selling and best advertised medicines in this market, and it is the law here that the accounts of a public company shall be verified by an independent accountant, and furnish to the shareholders. The auditors employed to do this for the A. J. White Company were not satisfied with the accounts proposed to be issued by the directors. They considered that the shareholders ought to be informed of the amount of the gross sales, and the cost of advertising for several years, and as the directors declined to publish this information, the auditors sent it to the shareholders themselves. At the legal general meeting of shareholders this week, these auditors were dismissed from future function for the company by a practically unanimous vote, and the vice-chairman and very able managing director, Mr. H. W. Mack, pointed out in a speech of considerable ability the inconvenience attending the publication of details so essentially confidential. Thus far, the figures have been kept secret by the shareholders, but it is almost certain that they will leak out, and as they will be instructive, not only to English advertisers, but also to American readers contemplating this market, I shall certainly publish them in PRINTERS' INK if I can lay my hands on them. Mr. Mack, whose speech filled something over two newspaper columns, also stated that a wholesale piracy factory has been discovered, from which have issued straight counterfeits of "Mother Siegel's Syrup" and numerous other American specialties. This is bad tidings, and I hope

that Mr. Mack's public-spirited action in calling attention to the unpleasant fact will have the effect of breaking up this nefarious institution.

NOTES.

"DISTINCTIVE Printing" is a tasteful, unique folder from the Southgate Press, 42 Arch street, Boston.

A FOLDER listing coal hoisting apparatus comes from the C. W. Hunt Company, 45 Broadway, New York.

AN odd announcement folder is sent out by James E. Shaw, printer, 43 North Division street, Buffalo, N. Y.

"COOL Breezes" is a neat, forceful folder for the electric fans made by the Ewing-Merkle Electric Company, St. Louis.

THE "Almah bracelet," a new jewelry novelty made by H. F. Barrows & Co., 37 Maiden Lane, New York, is described in a neat folder.

FROM *Ainslee's Magazine* comes a folder claiming that 185,000 copies is the minimum circulation of that monthly, and throwing open books to actual advertisers.

"WHAT They Say and Who Say It" is a booklet from the *Journal of the American Medical Association*, Chicago, giving favorable opinions from readers and advertisers.

THE *Philadelphia Press* lays emphasis on the value of the paper read regularly in the home, by means of a fine photograph of a carrier, made up into a folder with brief arguments.

A FIFTY-FOUR page catalogue of great beauty in typographical details describes the generator-call telephones made by the Stromberg-Carlson Telephone Manufacturing Co., Chicago and Rochester.

"NUGGETS About One of the Golden Dozen" is a booklet from the *Philadelphia Public Ledger* quoting press opinions concerning the recent adoption of that newspaper into two Pennsylvania colleges as a portion of the literary courses.

"FARMERS Who Have Money" is a booklet dwelling on the proneness of the tiller of the soil to spend money when he has it, and upon the fact that he has money this summer, and that he can be reached through the advertising columns of the *Western Fruit-Grower*, St. Joseph, Mo.

SLIT machines appear to be very successful in some countries for transacting details of postal business. In the post offices of Australia, according to the *New York Commercial*, if time or opportunity does not permit the prompt purchase of a stamp, the person in a hurry will in future be able to drop his letter into one orifice of a machine and his penny into the other, and when this process is completed, "One penny paid" will be found impressed on the envelope as an equivalent to the orthodox stamp.

ADVERTISING TO MEN.

Advertisers seem to believe with Alexander Pope, that "Man wants but little here below, nor wants that little long." Of periodicals devoted wholly to woman there are literally hundreds. Among them are two magazines that have the greatest circulation in the world—the *Woman's Magazine* and *Ladies' Home Journal* with something more than a million apiece. The growth in circulations of modern newspapers comes largely from the attention that is being paid to woman's tastes and needs. Few are the periodicals to-day that make no bid for her favor. Only the trade, technical and commercial press is made for man alone, and these deal with his work—not with himself. They go exclusively to men, however, and it is a singular fact that they seldom carry anything that can be called exclusive advertising to men. Every publication that reaches women has a liberal share of advertising meant for feminine readers—dealing with dress, the children, the household, recreation, books and countless other distinctly feminine things. Publications circulating exclusively among men, however, carry little but specialized trade advertising. A man wears clothing, eats food, smokes tobacco, drinks various beverages, patronizes hotels and railroads and has necessities that are peculiarly masculine—his own. Yet such distinctively masculine papers as the New York *Commercial* and financial dailies seldom contain a general ad, even of tobacco. These papers reach a moneyed class of men, but the only commodities exploited are stocks, bonds, mortgages, industrial properties and the like. The trade and industrial press has papers in each field that reach a desirable clientele of men who can purchase luxuries, yet they never carry advertisements of men's clothing or shoes, or beverages. There is even a sentiment against outside advertising in this field, for some influential trade papers like the *Iron Age* limit their advertising to commodities that come within trade

lines. Others take all sorts of advertising, but their range is not wide. Neither publishers or advertisers seem to have considered the possibility of reaching desirable clienteles through trade papers. The magazines and dailies cannot be excelled for general advertising, either to men or women. But while trade papers can never replace the more general mediums for the great bulk of advertising, it is not outside the possibilities that advertisers of men's necessities will find it profitable to build up a trade in certain industries. Special advertising addressed to men can be circulated through men's mediums. Are there not possibilities to publicity of this sort? Or is man so unresponsive a subject that he must be merely an accessory in the great mass of publicity addressed to woman? The nearest approach that has ever been made to a distinctly masculine publication of a general nature is the *Saturday Evening Post*, and this has now as many feminine readers as any other paper. The advertising is chiefly addressed to women, at the ratio of a full page for Armour's products and three inches, single column, for an article that only a man will buy. Whether man wants little here below or not, is difficult to say. Certainly he gets very little from advertisers. Only the advance of advertising as the art is perfected will tell whether he is worth cultivating in his own publications on his own account.

SIMPLICITY SHOULD BE THE
KEYNOTE IN WINDOW DIS-
PLAYS.

Have you ever tried the experiment of exhibiting one shoe in the window at one time? Let us assume that the side, back and floor of the window are smoothly and neatly covered with a neutral colored fabric, say gray or a dull shade of green. In the center stands a solitary nickel shoeholder, on which rests one particular shoe. Further to the front a small card, with some pithy paragraph, tell the merits of this shoe and its price. By force of contrast with the usual shoe display, where a greater or less quantity of footwear is always shown, this single shoe must attract attention, and by reason of being all alone in the window receives much closer inspection than where it is shown side by side with a dozen others.—*Shoe Retailer.*



A Foreword

Eight extra pages were added to the October LADIES' HOME JOURNAL, to accommodate the volume of advertising. Still it was found necessary to omit considerable desirable business.

The November issue will celebrate THE JOURNAL'S 20th birthday, and advance orders already show that the advertising space will be oversold. The number of pages cannot, however, be increased. The issue is already, in number of pages, the largest in the history of the magazine. More than one million copies of a 72-page magazine exhaust our mechanical facilities.

Copy is now due.

THE CURTIS
PUBLISHING COMPANY

PHILADELPHIA
August 20, 1903

THIRTY-SIXTH WEEK.

In response to the weekly ad contest, now in its thirty-sixth week, forty advertisements were received in time for report in this issue of PRINTERS' INK. The one reproduced below was deemed best of all submitted. It was sent in by



Homes Grow like Magic in Prospect Hill



OVER \$750,000.00 has been expended in handsome new residences in the few short years that this wonderful property has been platted—a condition made possible only by our liberal plan by means of which

YOUR RENT WILL BUY A LOT AND BUILD A HOUSE.

We transfer to your possession any remaining lot, advance you all the money necessary for building and take our payment in monthly installments no greater than the rental value of your new property. In every way considered, a more fair and liberal plan has never been offered, particularly in a property of such high grade. Call at the office and let us explain how your rent can make you rich, if you wisely invest it in

"THE PLACE OF BEAUTIFUL HOMES"



HACKETT & HOFF

EAST WATER &
MICHIGAN STS.

J. H. Tatch, with the *Wisconsin Medical Journal*, Herman Building, Milwaukee, and it appeared in the *Milwaukee Sentinel* of August 9, 1903. A coupon as provided in the conditions which govern this contest was mailed to Mr. Tatch.

The American Newspaper
Directory for 1903 shows

THE
PITTSBURG PRESS

to have a larger circulation
than any other newspaper
published in Pittsburg.

C. J. BILLSON,
Manager of Foreign Advertising,
NEW YORK AND CHICAGO.

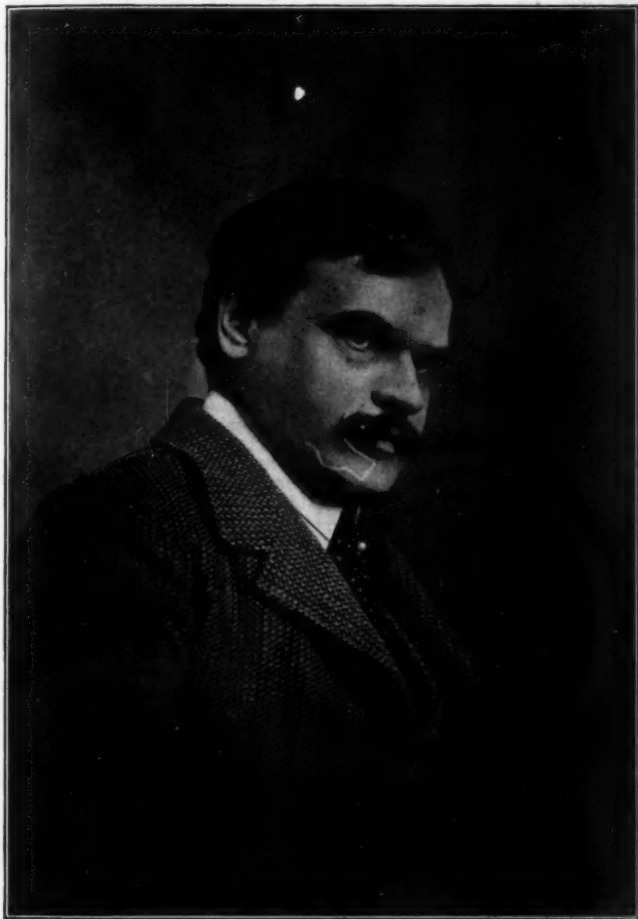
THE MANAGING EDITOR OF PRINTERS' INK.

During an adwriting contest conducted by PRINTERS' INK in 1895, one of the most persistent competitors was a man in Farmington, Me. The contest began August 7 and lasted twenty weeks. Regularly each week the Farmington competitor submitted at least one ad, and sometimes two or three. His work was frequently good enough to be considered among the half-dozen best specimens for a single week, and sometimes he came within one of being first. The fact that he received no honors during the first months of the contest seemed to have very little effect upon his spirits, for he persevered in the face of all discouragements. At the end of the contest he had been first four times out of the whole twenty, and when the prize of a silver vase was awarded, the Maine competitor stood among those to be weighed in making the award. The prize went to another, but the perseverance of the resident of the Pine Tree State was commented upon. Five years later the Geo. P. Rowell Agency inserted in PRINTERS' INK, a "blind" advertisement for a man capable of writing advertising. Among the replies was one signed by this same competitor, Charles J. Zingg, Farmington, Me. Remembering his dogged persistence, as well as the solid quality of the matter submitted in the contest, Mr. Rowell engaged him as "general utility" writer, and he began work at 10 Spruce street in January, 1900. A year later, in an emergency, he was made editor of PRINTERS' INK.

Mr. Zingg was born nearly forty years ago in Zurich, the chief commercial city of Switzerland, receiving a college education and a military training in an artillery school for officers, graduating with full rank. In 1880 he was sent to East Africa by the Swiss Geographical Society, where he spent a year and a half making a commercial exploration of the Juba river, in Somaliland. He collected

information about the country, natives, products and opportunities for trade, and as a result of his work was engaged by a large Swiss firm of exporters to manage a branch at Zanzibar, then a city of 100,000 people and the greatest trade center of East Africa. For nine years he was busy in an import trade that embraced everything from a needle to a locomotive, while for export he bought hides, ivory, gum copal, rubber and other products. Among his transactions were commissions for W. R. Grace and Chas. R. Flint, then the leading American importers of India rubber. He was also correspondent for Baring Brothers, London, and Associate Judge of the French Consular Court. On the morning after a banquet given Henry M. Stanley and Ermin Pasha upon their return from Equatoria, in 1889, Mr. Zingg suffered a sunstroke, which necessitated an immediate change of climate as soon as he was able to travel. Returning to Switzerland, he spent a year in regaining his health. In the meantime family troubles had dissolved the house for which he had worked, and though he went back to Zanzibar with the intention of bringing some of its connections together, he was unsuccessful. Physicians told him that he must live away from the tropics at least ten years, so he again sailed for Switzerland. He had long been interested in the United States, studying its development, people, industries and commerce at a distance, and he therefore set out for New York, hoping that an American firm could be organized to enter the East African trade. He found that American business men had only the remotest notions of trade in the colonies, however, at that time, and his plan was defeated by other considerations. The money of the Coast depreciated so greatly that profitable business was difficult to carry on, and a rebellion broke out and displaced Zanzibar for several years as the chief commercial port of the Coast, the trade going to ports opened up elsewhere by the Germans and English. Desirous of studying the

United States in its various phases, and becoming acquainted with its people, he settled in Farmington, where he became in due time an American citizen. Zingg speaks and writes English, German and French. His reading had made him familiar with the country, and he knew its tendencies and character. Advertising



CHARLES J. ZINGG.

As a means of living, he took up newspaper work, acting as Associated Press correspondent for Northern Maine, and as special writer for other publications. Besides a half dozen native African dialects Mr. first attracted him when he found PRINTERS' INK, which came to a store in Farmington. On landing in New York he had been struck with the numerous billboards and the character of ads in the news-

papers, and saw that this must be a great industry. His knowledge of business enabled him to see the value of publicity on American lines, and presently he began writing ads for Farmington merchants. Later he advertised in the classified columns of **PRINTERS' INK**, writing for people in every State of the Union. A liking for medicine had led him to study medical subjects, and much of his work was done for proprietary remedies, oculists and druggists. He soon saw that an adwriter located in Farmington was at a disadvantage. When the adwriting contest of 1895 was announced he recognized the opportunity to obtain an amount of priceless publicity free for some hard work. Fully fifty ads were submitted in the contest, the space being paid for out of his own pocket in some cases. The publicity brought him considerable work. When he entered the employ of Geo. P. Rowell & Co. he began a series of advertisements for Ripans Tabules, using large space, plain display, wide margins and giving them a sympathetic and educational quality. He also wrote advertising and literature for the Rowell Agency, the American Newspaper Directory and **PRINTERS' INK**. In August, 1901, a physical breakdown caused the resignation of the managing editor of **PRINTERS' INK**, and Mr. Zingg took charge at an hour's notice. Mr. Rowell came to his desk and remarked, dryly:

"I suppose you've got an idea that you could edit **PRINTERS' INK**?"

"Why—yes, I suppose I have; I'd like to try, anyway."

"Well, get out the paper for next week, then. Don't ask me for any advice, or come to find out how to do things, or bother me in any other way. Follow your own judgment. All I ask of you is—don't run the paper into the ground in less than four weeks."

PRINTERS' INK has had several editors since its establishment, but its publisher recently expressed the opinion that the present incumbent is the first of his line who really believes in advertising. None of his predecessors had had as much experience in actual advertising, and none had been business men. Mr. Zingg is a business man first of all. His

experience with every sort of commodity in the export trade taught him goods, and their value, and the ways of selling them. Advertising he regards as secondary to business, however important. It must be ruled by plain debit and credit. There is a psychological side to advertising, but it takes care of itself to a great extent, just as the stomach of a healthy man digests his food. An advertiser or adwriter must be a business man above all things, and there is every reason why the editor of an advertising journal should be well grounded in business methods.

In two years the scope of **PRINTERS' INK** has been considerably widened. The first great improvement came when the editorial scissors were dropped out of the window. **PRINTERS' INK** had become a repository for clippings. Original matter was sought instead. Much attention had been paid to what was known as "store management." Articles upon the futility of putting sand into the sugar and the wisdom of keeping the windows clean had been printed until there was really nothing new to be said on the subject, and most successful stores had outgrown the teacher. The best method of dealing with advertising—the interview—has always been the peculiar province of **PRINTERS' INK**. To go out and learn what some man is actually doing in publicity is the most direct and practical preparation for writing about it. Mr. Zingg saw the value of the interview, and gave the paper breadth by dealing with as many different phases of business as possible. When an out of the way line of advertising was encountered, one of the Little Schoolmaster's reporters was sent to inquire into it. When a line of business was not distinguished for activity in advertising, it was taken up and discussed. Such special issues as the banking number, published last November, have been influential in bringing publicity before a whole class of business men. They have taught or indicated methods, encouraged experiments and

stirred dry bones in many parts of the country. When PRINTERS' INK was established it was considerably larger than advertising, but to-day advertising is much bigger than PRINTERS' INK, and continually growing. Obviously, the journal that adequately represents and records it must be broad in its policy. Retail advertising is one branch, general advertising another, trade journal publicity another; there is the mail order field, and literature, which is used exclusively to very good advantage nowadays, quite discounting the fearful items once printed about the circular and the waste-basket. All phases of advertising have been reflected in the paper in the past two years, and it has taken a decided stand upon such questions as that of the advertising schools. Born in a German canton of Switzerland, the editor of PRINTERS' INK has a Teutonic love of fact, and believes in the thing that has actually been done rather than

the thing that has merely been talked of. He has the faculty of keeping a writer interested in his work from day to day—a valuable quality in an editor—and his business insight enables him to view matter from the standpoint of the man who reads PRINTERS' INK. The breadth of view that he brings to the paper of to-day also extends to its future, for he sees in PRINTERS' INK a journal that can be made vital and helpful to every man in the executive departments of business, and to the clerks and subordinates who are ambitious to be leaders and managers. His work in the past two years has not merely improved the paper, but has laid down a broad policy upon which to build for the future, and that policy, if continued, may within the next five years raise PRINTERS' INK to a place and prestige beyond anything which the Little Schoolmaster has known in the past.

JAS. H. COLLINS.

60% Increase

IN the September issue of *EVERYBODY'S MAGAZINE* there are 82 pages of clean, high-grade advertising.

This is an increase of 60% in advertising over the August issue.

In the September number of last year there were eleven pages of patent medicine and other objectionable advertising, all of which we now decline.

The Circulation of
EVERYBODY'S MAGAZINE
is now
In Excess of 200,000 Copies
the rate: \$150.00 per page.

The Ridgway-Thayer Company
Union Square, New York City.

AMERICAN PAPERS OBSERVED ABROAD.

Mr. L. Lodian, a Russian globe trotter, whose intellect reminds one of the sharpness of a razor, has written the following article for PRINTERS' INK, on the topic of American papers most seen in foreign countries. While Mr. Lodian's summary is by no means perfect, or conclusive, it is nevertheless interesting. He says:

MECHANICAL AND ENGINEERING.

Of the engineering journals, the old *American Engineer and Locomotive Engineering* (now called *Railroad and Locomotive Engineering*; but the old title always clings to it in conversation) are the only two which can be said to have an efficient foreign circulation. The *Engineering and Mining Journal* is believed to have a limited circulation in Latin-America; although personally, I never saw it anywhere between the Rio Grande and the Platte—a journey turning 6,000 miles—nor did I travel "with closed eyes."

The *Coal Trade Journal*, Manhattan, is the sole representative of our vast coal interests you will note abroad.

The *American Machinist*, with a firm circulation at home, covers the continent of Europe sparsely, and probably sells a few dozen to the Latin Republics. *Power*, issued by same firm, has probably a more extended foreign circulation than the *Machinist*. I have myself received letters about it from the heart of Cibiria (incorrectly, "Siberia") and Manchuria. Maybe it "holds the record" for foreign circulation, among heavy-machinery papers. None of the other engineering newspapers are seen or have any circulation prestige abroad.

WASTE CIRCULATION.

While at Melbourne, Australia, I saw an amusing illustration of waste circulation. A Manhattan engineering monthly, announces on its first page a G. Turri as an Australian agent. He is a patent attorney, just off Burk street, near the general post office. Now, while claiming the prestige of an Australian agency, using Turri's name, and making use of his office as a file depot, the magazine never paid him one cent salary. (I had the information from his own lips). Such an agency, if worth announcing on an outside page, is worth paying for. The usual salary is \$75 to \$100 monthly. So Turri, unable to realize anything, rightly determined to take it out of the magazine. There were those accumulated stacks of engineering magazines. He was supposed to distribute them free—another equally gratuitous task, without a solitary cent-incentive in view.

Did he? Not a bit of it! He had them bundled into Cole's book-arcade across the way—the biggest book emporium on the globe—a wilderness of a place, and one of the sights of the southern world. The arrangement with Cole was to sell them at the undignified price of "a penny apiece." There they were, as I saw them, in heaps—the cats snoozing comfortably on them.

But the magazines couldn't even be sold for a penny. The foregoing is a typical case of waste circulation. To the advertiser the moral is—confine yourself to journals you know to be posted to subscribers direct from the head office.

Of the mining journals, possibly the *Mining and Scientific Press* has the most diffused circulation over the Three Americas. Another mining paper noticed was the *Mining and Metallurgical Journal*, of Los Angeles. Of general technical journals, of course, the *Scientific American* has the largest sale abroad.

VARIA.

Of the hardware press, the *Iron Age* has a firm foreign circulation. I know it is subscribed for by the chief European exchanges, commercial societies and importing firms.

Concerning drug journals, the *Druggists' Circular* leads, followed by the *American Druggist*; then the *Bulletin of Pharmacy*, Detroit (The Parke-Davis organ); and the *Registered Pharmacist* (Merck's).

The *National Oil Reporter* is the only liquid-fuel weekly circulated abroad; while *Light*, and the *American Gas Light Journal*, have both their small-quota editions for the outside world.

Of the bulky street-railway papers, the *Street Railway Review*, Chicago, is most seen about the globe. Of architectural journals, the attenuated *American Architect*, Boston, is in evidence.

Of the sanitary journals, only one will be noticed abroad—the *Plumbers' Trade Journal*. Same with the photographic press—represented by the *Photographic Times*. With the medical papers, it is the *Medical News*, the *International Journal of Surgery*, and *Merck's Archives* (all Manhattan).

We have many music journals, but only two are seen in foreign climes—the *Music Trades* and the *Musical Courier*.

Of American dry-goods papers, not a single one has any foreign circulation. All the socialistic papers have a respectable circulation abroad, but no advertising.

Of the purely literary or booky periodicals, you will see afar, are the *Book-Lover* of New York, and the *Book and Newsdealer*. Then you will see, here and there, another periodical that tells you how to keep other people's books—the *Bookkeeper*, Detroit.

Of our many outing or outdoor-life papers, only one goes abroad to any extent—*Forest and Stream*, of 346 Broadway, New York.

With regard to journals for newspaper men, the *Journalist*, is the only one "aton" and sometimes "a little bit off"—into Asia; for I have seen it all the way from the boulevards of Paris to the Bund at Yokohama. *Newspaperdom* (Manhattan) was noted once or twice in the extreme Orient.

EXPORT PAPERS.

With one possible exception—the

Scientific American Export Edition—don't see any of the so-called export papers abroad on a paid-in-advance subscription basis. I doubt if the majority of them could show a dozen cash subscribers apiece. A give-away spasmodic circulation among consular offices and directory-copies hit-or-miss addresses, is not a desirable circulation.

SPECIALIZING.

The more recent of the class journals to adopt the export-issue feature, has been the *Electrical Review*, Manhattan. You will see it all over the globe—from Bengal to Buenos-Aires, the Amur to the Amazon, the Thames to the Tigris. The *Electrical World* is a bigger journal, yet it is a question if it can show as large a home or foreign rating as can the *Electrical Review*. Why it did not occur to the *Review* long, long ago, to specialize on an export monthly edition is one of "them problems as no fellow can understand." The secret of the success of the *Electrical Review* has been its treatment of the abstract science of electricity in a popular, readily-understandable manner. The advertiser notes this, and likes it. He sees that it familiarizes electricity to the generation. Anybody in the engine-room can understand it.

Familiarizing electricity to the public was first made a feature by a London electrical journal, *Electricity*, a weekly commenced in 1890, and sold at a penny. It has been enormously successful. Next year, it had its duplicate in Manhattan in *Electricity*, now published at \$1 a year, appearing weekly. This last has a limited circulation abroad.

ADVERTISING.

Although aware that **PRINTERS' INK** sends hundreds of copies abroad, I only saw it a couple of times during four rounds of the universe—at Paris, Melbourne and Kalikata (Bengal).

In the exchange reading-room, at Tokio, I saw another advertising journal, *Profitable Advertising*, and saw it again at Ipkytek, central Cibiria, and at Mockba, central Russia.

Of the carriage journals, the *Hub* is the only one having any foreign circulation to speak of. As to the timber journals, you don't see one in distant parts; but for manufactured timber goods, you will observe a lone but capable representative—*Packages*, of Milwaukee, Wis.

Insurance journals have no foreign rating; yet I have seen one about during travels—*Insurance* of Manhattan.

GENERAL MAGAZINES.

Concerning the monthly magazines, the largest circulated here have no sale abroad. *McClure's* you will see nowhere across the Atlantic. *Munsey's*, less known still. But the *Cosmopolitan* declining in circulation, shows up the other side; while *Harper's*, *Scribner's*, *Century*—all of reduced circulation, and elevated in price—show up in force in the old world.

None of the purely art journals are seen outside America. The nearest approaches to them are the superb typographic monthlies like the *American Printer* and *The Inland Printer*—the former predominating in foreign circulation.

THE PARLOR AND GUTTER PRESS.

Of the American newspaper press proper—as the dailies—you see the *New York Herald* most all over Europe; the *World* making a way-back but more widely diffused, second showing. The *Times*, *Tribune*, *Sun*, etc., are rarely seen. In the extreme Orient, the Pacific coast newspapers have a certain circulation among the American element. I refer to the *San Francisco Chronicle* and the *Call*. This latter is one paper (then "under different management"—of course), which secured a fraudulent circulation rating a few years ago in the *American Newspaper Directory*.

But chief of the coast-circulated papers in the far Eastern world, is the *Examiner*, although its pandering-to-the-mob "principles" are contemptible.

It is little known in the East, by the way—but well known on the Pacific slope—that W. R. Hearst's real family name is H-i-r-s-c-h—his father having early Americanized "Hirsch" into "Hearst."

ADWRITING and harvesting potatoes are a good deal alike—you have to get down and dig if you want results.—*White's Sayings*.

EFFORT without the savy in the advertising business doesn't sell many goods, because it takes brains as well.—*White's Sayings*.

THE man who pays for poor advertising is a kind of high grade thief who steals money from his own purse.—*White's Sayings*.

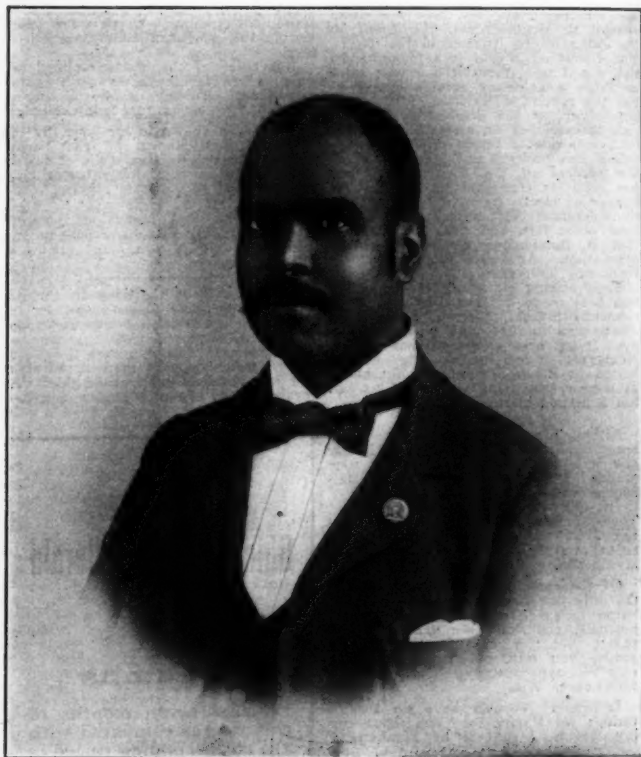
The fact that The Chicago Record-Herald Gained 707 Columns

the first seven months of this year as compared with the corresponding period in 1902, while its nearest competitor lost 619 columns, covering the same period, means this: That many new advertisers are giving the preference to **THE CHICAGO RECORD-HERALD** over other Chicago newspapers, and that the old advertisers have found it profitable to increase their space in its columns.

A COLORED NEWSPAPER ADVERTISING AGENT.

As already stated in a previous article, the number of advertising agencies in this country is much larger than one would generally believe. PRINTERS' INK is making an attempt to publish a number of

lic schools there and also the Avery Institute, under the control of the American Missionary Association. He took a post graduate course under Professor G. S. Welons of the American Institute of Science. Mr. Crum is also a practical tailor and cutter, an Odd Fellow, Pythian Brigade Major,



MR. F. P. CRUM.

stories on this subject in the hope that they may prove of interest to a majority of its readers. The handsome half-tone which adorns this article is the picture of F. P. Crum, proprietor of The Colored Newspaper Advertising Agency at Graniteville, S. C. Mr. Crum was born in Charleston, S. C., forty years ago. He attended the pub-

colored regiment N. G. State of South Carolina, president African Protection League, commissioned a notary public for South Carolina by the pitchfork governor in 1894. In 1900 he was made a complimentary member of the Anthological Society, London, Eng., and of the South Carolina Conference A. M. C. Church he is also a mem-

ber. In regard to the activity of his agency Mr. Crum says:

Our business is that of an advertising agent. We solicit advertisements from advertisers and place them in reputable and influential newspapers published by colored men. We occupy a field not generally traversed by other advertising agents. Our object in making this venture is two-fold. First, to be original in enterprise, mapping out for ourselves a new field. Second, our experience in the newspaper world, covering a period of fifteen years, has brought us in touch with the ways, methods and customs of a large number of colored newspapers whose (bonafide) circulation reaches the 35,000 mark. We found their patrons to be among the best mail buyers and ready purchasers in the country, and that advertisers and business houses have lost thousands of dollars because their advertisements have never been placed in mediums that reach these people. We are covering this field with a sufficient degree of success. We are endeavoring to make the journals and periodicals published by colored men receive more of the patronage of the business world in the future than they have in the past. Not because of its distinction of color, but because of its being in the field of commerce and enterprise with a large constituency should it receive a part of the patronage.

Our business is by no means limited or proscribed. We advertise in all journals. We do a general agency business in books, novelties and specialties. Act as special agent and furnish such information of value in our special line as others can't.

POPULATING NEW SUBURBAN TOWNS.

Most important of the methods of promoting suburbs is advertising. It is said that one company which does business in several of the largest cities, and which has an invested capital of more than \$5,000,000, annually spends hundreds of thousands of dollars in "booming" its suburban enterprises. The company has been in business almost twenty years and its policy is to exploit from three to five new towns each year. Its net earnings during its career have approximated at least seven per cent on its investment. It was this company which originated the "free ticket, free refreshments and free music" excursion which has been so generally adopted.

"More suburban lots," said one promoter, "have been sold on a sandwich and a little poor music than in any other way. Let the people feel that they are getting something for nothing."

The principal feature of suburban town promoting, however, is the building and delivering of a modern home in a modern city on practically what would be one's customary monthly rent. All the advertising of the companies contains the same attractive suggestions: a "beautiful house, superior to any flat, on a lot highly restricted, amidst hundreds of other beautiful homes, built and building," for ten dollars down, "balance to suit your con-

venience"; all offered on easy terms, with small cash payments.

This alluring advertisement is based very largely on fact. There are fraudulent schemes, of course, and more than one suburban enterprise literally built upon sand, but the majority really possess the advantages offered. For proof one need only pay a visit to the many beautiful and well-populated towns in the suburbs of the large cities. Another inducement to purchasers is the "insuring clause." To every person who will buy a lot and live on it is given an insurance on his life sufficient to meet the remaining cost of the house and land in case of the purchaser's death—a practical assurance that the widow or children will not lose the home.—*World's Work.*

THERE ought to be a reason for everything. A reduced price without a good reason for the reduction, will excite distrust.

A SUCCESSFUL harmonious store is like quiltin'—you order keep the peace and do 'way with the scraps.—*White's Sayings.*

If you don't plant potatoes you can't expect to harvest them—if you don't advertise you will never get any returns.—*White's Sayings.*

ADVERTISING, like salt, is used to make business savory; there should be but one cook and he should manage the salt.—*White's Sayings.*

A Reasonable Proposition

Believing that outside advertisers are entitled to know all the facts about this field, and appreciating that there is a wide difference between the circulation claims made in directories and in other forms by the publishers of the evening papers in Milwaukee, and what **THE JOURNAL** believes to be the facts; **THE JOURNAL** will make it possible for any advertiser or agent, spending an advertiser's money, to protect themselves and at **THE JOURNAL's** own expense. Each of the two other evening papers claims a daily circulation of over 20,000. Together they should have over 40,000. **THE JOURNAL** claims to have over 30,000 daily paid circulation and more than the paid circulations of the two together, and that the paid city circulation alone of **THE JOURNAL** is larger than is the total paid circulation of either. **THE JOURNAL** will pay \$1,000 in cash to any advertiser, who can, with the records, disprove its claims or verify the claim of either of the other papers. **THE JOURNAL** hereby agrees to open, without conditions, all of its records pertaining to circulations.

Journal Want Ads are Like Busy Boys.

THEY FETCH

Cost One Cent a Word.

2 LINES—2 TIMES—2 BITS.

The Journal Carries More Than All Other Evening Newspapers Combined.

BANKS BELIEVE IN ADVERTISING.

Soliciting business through the medium of newspaper and other advertising is coming to be a matter of course in every well regulated banking institution. That this is true there is no reason to doubt after hearing what representative men in attendance upon the State bankers' convention have to say on the subject. Fifteen of them were asked yesterday for their opinions on the subject of advertising from the viewpoint of the banker of the present day, and not one of the number had aught to say that would be discouraging to the financier who is reaching out through the medium of printers' ink for new business. All agreed, in fact, that the banks that advertised got the business, and that no bank lost reputation for conservatism by calling attention properly in the newspapers, financial journals, gazetteers, and other publications to its standing or to what it had to offer in the way of inducements to the depositor.

Charles LeRoy Farrell, vice-president of the Fort Dearborn National bank, Chicago, formerly of the Capitol National of Indianapolis, is a most enthusiastic believer in advertising. He is now secretary of the Indiana Bankers' Association and a member of the executive council of the American Bankers' Association, positions that bring him in close touch with the business of banking in all its phases. "In 1890," he said, "the Capitol National had a deposited account of \$1,250,000, when we began a campaign of advertising in banking journals, the newspapers, directories, and through personal acquaintances at the conventions of financiers. In about three years the figure rose to \$5,000,000, and most of this we attributed to the fact that we brought ourselves before the people. There is no denying it, for it is the truth, the bank most heard of or talked about, if a good one, gets the business. The results of advertising to a banker do not come with a jump; they

are cumulative. My experience has been that properly handled, bank advertising can not help but win. The people will never know that you have something to sell unless you tell them of it, and I am certainly an advocate of advertising the advantages offered by my bank, and am advertising them.

"The best example of advertising in the banking business that has come under my observation is the Hanover National of New York. It has pegged away for a number of years, steadily using advertising space in the newspapers, financial journals, and other legitimate mediums, until it has placed itself, independent of great railroad or other backing, upon a high plane. It is doing a wonderful business and it is doing it because it advertised."

Mr. Farrell is pursuing the same policy with the Fort Dearborn National that he adopted with the Indiana bank, and his friends at the convention say that there is no question about the result—he is bound to succeed—he is succeeding.

Edward H. Fox, of the *Chicago Banker*, the leading Western financial journal, who travels about the country a great deal, attending bankers' meetings, says he has observed a vast change in sentiment regarding the use of the newspaper as an advertising medium; that the old conservative banker has been converted to the more modern idea of advertising, and is now investing considerable money in it. Mr. Fox says if a bank wishes to keep pace with the best it must advertise. "I know," he said, "of numerous instances where big accounts have been secured through advertising. Some of the Pittsburg banks give the greatest evidence of success along this line, in securing accounts of individuals, both saving and checking, from all parts of the country. One of the Pittsburg bankers informed me on a recent trip to that city that his bank had secured several accounts from Colorado and other Western States, directly through his advertising. He said he was pleased with the system of bank-

ing by mail, which is no longer an experiment, at least with the Pittsburg people. They are increasing their advertising appropriations and others in the East are getting in line with the live bankers of New York and Chicago, some of whom discovered the merits of publicity several years ago."

Ernest C. Brown, cashier of the First National Bank of Minneapolis, said that his bank believed in going after business wherever it could be found, and considered that newspaper advertising was one of the best ways of reaching a certain class of it. His bank uses the local papers, paying for writeups, and patronizes the financial journals for display advertising. However, he says he believes in being modest, and as an example produced from his pocket a simple card, 6x3¼ inches, which was issued after the bank had increased its capital \$1,000,000, as follows:

"With a capital of \$2,000,000 and surplus of \$1,250,000, the First National Bank of Minneapolis, Minn., feels itself to be in a position to take care of any business intrusted to it. Correspondence solicited."

"We don't believe in big talk or boasting," said Mr. Brown, "but have considerable faith in a plain statement of fact contained in our card, which is the only announcement we make."

C. B. Smith, assistant cashier of the Commercial National Bank of Chicago, said that his institution used the newspapers, magazines, and bankers' directories judiciously, soliciting commercial business exclusively. He is a believer in bank advertising and says it pays the Commercial National.

Rollin P. Grant, cashier of the New York National Exchange Bank, said that he was a believer in bank advertising, and that his bank used the financial papers with great success.

F. E. Williams of the Citizens' Bank of Delavan, Wis., said he believed in bank advertising. "The business of banking," he said, "has undergone a remarkable change in the last few years. Big banks are constantly looking for the business

of the small banks. Letters are written on the slightest provocation, and efforts made all the time to get in touch with us. Apparently new business is appreciated more nowadays that it used to be, for the big banks are certainly going after it in earnest. I don't believe that a bank should advertise as if it were selling shoestrings; there is a certain dignity to the business that must be maintained to retain respect and confidence. There is a right way and a wrong way to advertise, whether in using the newspapers or in sending out circulars."

A. J. Frame and William Sleep, both Waukesha bankers, are advocates of the use of printers' ink to secure business for banks, and they practice what they preach. "We use the local newspapers," said Mr. Sleep, "and take space in the directories. We also send out circulars, and in this way keep our bank before the people. I am a firm believer in advertising for a bank." Mr. Frame was firmly of the belief that "a bank not in touch with the people would not succeed," and it was his opinion that the proper way to keep the relationship pleasant and profitable between the bank and customer or prospective customer was to advertise.

Another Chicago man who has had considerable experience in advertising a bank is Albert S. Boos, assistant cashier of the Colonial Trust and Savings Bank. "We do a lot of advertising," he said, "and get good returns, consequently you are talking to an enthusiast. We regard it as one of the absolute necessities of successful banking, and do not know of any kind of advertising that we have tried that does not pay, from the classified ad to our cards in the elevated trains. We use the newspaper display columns, classified, and the elevated trains to solicit savings and commercial deposits and to dispose of mortgages and catch the eye of the borrower. We also use circulars. Some bankers would be surprised to know the large sum we spend in a year in advertising, but it pays, and we are satisfied."

—*Milwaukee Sentinel*, August 7, 1903.

ON CORRECT ENGLISH.

LOS ANGELES, Cal., Aug. 11, 1903.

Editor of PRINTERS' INK:

Something of an old story; but the subject is not receiving the attention from the Little Schoolmaster that it deserves—abuse by advertising writers of the English language.

Nothing is more noticeable in current advertising than the jargon employed—unless it is the effect of cheap smartness, which perusal of a few pages of retailers' announcements produces in the average reader.

A certain class of advertising writers cannot seem to realize that to evidence a decent respect for correct English in their work is to enhance its value. If one urged upon them as an advertising ideal that their announcements should carry the effect of a competent salesman's chat with his customer, they would undoubtedly accept it; and then sit down and prepare their copy for the next day—with the same old, hard-worked, lurid adjectives, which, if used face to face with a customer, would make him stare in amazement.

No firm can afford to lose its dignity. The word is much abused but it has important advertising significance. A certain dignity, well established, is an asset which no business house can afford to jeopardize, yet hundreds of concerns are unconsciously allowing their "advertising men" to tamper with their dignity by filling costly advertising space day after day with a senseless jumble of adjectives and cheap advertising jargon.

To win permanently, advertising must convey an impression of sincerity and honesty of purpose. The trade of people who appreciate these virtues is worth more than any other trade, because honest people outnumber dishonest people and furthermore, the cumulative benefit of advertising, usually its most important result, can be reaped only by fair dealing. Readers will not be impressed with the sincerity of a firm which fills its advertising space with a gush of insincerity.

Little things ruin the effect of an advertisement. A friend of mine needed some clothes. Glancing through the advertising section of a magazine he happened to turn to a page containing the advertisement of a certain New York clothing firm which is easily in the lead in the "ready-to-wear" advertising. It does not maintain that its clothes are "smart," or "nobby," and the attractive illustrations had appealed to this man, who appreciates good things, and is able to have a few.

"I believe I shall buy one of these suits, instead of going to the tailor's this time," he said to his wife. "They look good to me. — carries the line, I am told."

"I wouldn't," said his wife. "Their advertisements are so incongruous. I would not patronize a firm which says, 'you'll like 'em.' Some way it offends me. And it seems odd to couple such talk as that with such high-grade illustrations. Probably their clothes are wrong somewhere."

And the tailor made the suit.

An actual occurrence: An extreme

illustration, of course; but straws show.

The Little Schoolmaster undoubtedly has the welfare of his pupils at heart. He earnestly desires to raise the status of advertising workers. Lecture and preach, then. Repeated warnings from such a source will help more than any other one thing to do away with advertisers' abuse of English.

Yours truly,

LOS ANGELES ICE & COLD STORAGE CO.,
H. W. Clough, Advertising Manager.

HOW IT'S DONE.

TORONTO, Canada, July 29, 1903.

Editor of PRINTERS' INK:

I am a regular reader of PRINTERS' INK and keep every copy, and as I am sure a great many other of your readers keep their files regularly because of the valuable articles and discussions regularly appearing, perhaps they might be interested in knowing how I keep my copies in good shape until they are ready for the bindery. For some time it was a problem with me as to how to keep them in a convenient form—accessible, but in such a condition that I could remove or insert a copy immediately—so binding them would not do. A very simple device solved the problem and your other readers would no doubt appreciate the suggestion. I secured a binder from the Tenggwall File & Ledger Co. of 241 Greenwich street, New York, which meets my very demand. It opens and closes like an ordinary book and contains a set of prongs which perforate the margins of my P. I.'s and binds them as securely as though in a regularly bound book. The great advantage is the ease with which I can insert or remove any one issue. It makes a dandy way of keeping the Little Schoolmaster and I mention it for what it's worth. I think if you would arrange to furnish these to your readers that your interest in the preservation of the weekly issues would be much appreciated by your readers.

Very truly yours,

JOS. HORNE.

A VERMONT BARBER.

MORRISVILLE, Vt., Aug. 12, 1903.

Editor of PRINTERS' INK:

The most unique advertising idea I have ever seen has recently been inaugurated in a barber shop here. The ceiling of this shop is laid out in paneled squares about 3x3 feet. Directly over the chairs these spaces have been filled by the advertising of two local insurance men, and it is attracting a great deal of attention. This may or may not be a new scheme, but in my many years' study of the advertising proposition, which includes a constant study of PRINTERS' INK, I have never heard of its adoption.

Yours truly,

L. F. RICE.

MAKING little spurts of advertising is like trying to dispel a fog with a fan.—*White's Sayings.*

EVEN if your advertising is the best, inferior goods or poor salesmanship will put an irreparable kink in its effectiveness.—*White's Sayings.*

NOVELTIES.

Box, 1472, WINNIPEG, Canada,
Aug. 12, 1903.

Editor of PRINTERS' INK:

Could you favor me with the names of some reliable houses who make a specialty of supplying small novelties suitable for selling by mail. I do not see any such firms advertising in The Little Schoolmaster, hence this request.

Yours truly,
H. T. KELLY.

The following firms advertise novelties among the classified columns of PRINTERS' INK:

Fink & Son, Philadelphia; G. F. Coates & Co., Uncasville, Conn.; The Whitehead & Hoag Co., Newark, N. J.; The Baltimore Badge & Novelty Co., New York.

It is true that many more ought to be among this classified directory, in which the cost per line is only ten cents and where a dollar invested would bring more results probably than in any other advertising journal.

"DER KESSEL SCHILT DEN OFEN-
TOPF."

CENTURY BUILDING,
INDIANAPOLIS, Ind., Aug. 11, 1903.
Editor of PRINTERS' INK:

We have before us a copy of your issue of July 20th and refer to the letter contained therein, signed by Mr. Ingalls Kimball, and would be obliged to you if you would be so good as to announce that Mr. Kimball has no connection with The Cheltenham Press of this city and has never been authorized by us to use the name. We trust that this letter will receive the same publicity and thanking you for the courtesy, we remain,

Yours very respectfully,
HUGO THORSH, Pres.

"POLITE AND EXPLICIT."

St. Louis, Mo., Aug. 15, 1903.

Editor of PRINTERS' INK:

I have been reading PRINTERS' INK for the past two years with both pleasure and profit, getting my copy at Mr. Jett's book store.

ELMER HELMS, Advertising,
114 Fifth Avenue,
New York, August 5, 1903.

Mr. C. S. Wisdom, St. Louis, Mo.
DEAR SIR:—When, some months ago, you wrote to me, inquiring about my course in advertising, I assumed that you were doing so in good faith—as an earnest, intelligent man—and not merely as an idle, thoughtless quidnunc. I therefore gave you what I believed to be a polite and explicit answer to your letter. I have since tried, several times, to learn from you what you thought of my proposition. I'm not over-sensitive but I am accustomed to courteous acknowledgment of my letters. I am making one further effort with you. Will you not now tell me why you have not enrolled or when I may expect you to become a pupil?
Write to me to-day and thereby justify my first impression of you as formed by your first letter.
Yours, very truly,
ELMER HELMS.

Wouldn't the inclosed letter from an ad school (lower case) as a "form" of follow-up literature, cause a smile to the Little Schoolmaster that would come off?

Yours respectfully,
C. S. WISDOM,
3139 Clifton Place, St. Louis, Mo.

EVERY man has his weak points but he ought to have gumption enough to keep them out of his advertising.—*Jed Scarborough.*

If you are turning the grindstone make the fire fly—if you are advertising, make it count for something.—*White's Sayings.*

The average general advertiser is deserving of the hearty co-operation from retailers, for he works along the lines of mutual benefits.—*Progressive Advertiser.*

GOOD Sense, Good Health, Integrity and Industry are the Only Capital Required.

Ours is a well equipped Advertising Agency, the oldest and best known in existence to-day. As it has not been our practice to employ canvassers, advertisers, who wished our services, have been obliged to seek us out and send in their orders. This is not the modern way, and, as a consequence, we are not in as close touch with our customers as we ought to be. We need competent, efficient outside men to represent us. To such a man, who controls or can bring business, we will give fifty per cent of the commission allowed by the newspaper publishers. For the other half of the commission we furnish the necessary clerical force and other facilities, do the correspondence and assume all risk of loss on contracts accepted. This is the usual arrangement between advertising agent and canvasser, and the canvasser gets the best of it every time.

To one or two men who can qualify, as above required, and prove themselves competent to sustain the credit of the house and who have an ambition to become successors to the GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York, we are willing to dispose of our Advertising Agency Department.

A MAIL ORDER DEPARTMENT.

J. S. B.

JAMES ATKINSON,
Caxton Printing Works,
ULVERSTON, Lancashire,
England, May 30, 1903.

Editor of PRINTERS' INK:

There can be little doubt that on the question of advertising **PRINTERS' INK** can claim a top place, and each issue is looked forward to with greatest interest here. Personally, I should like to see a series of articles dealing with how a retailer could work up a postal trade. The tendency of the present day is undoubtedly for business to get into the hands of large concerns in the more populated centers, but, as you have frequently pointed out in **PRINTERS' INK**, such concerns need not have things all their own way if the smaller man will exert himself and knows the opportunities he is missing. Everything is in favor of mail order trade because you have the benefit of cash with order, and it does not matter whether an order comes from ten or one hundred miles away—it is one and the same trouble to execute. A series of articles on this question would be of very great service to many of your readers in a small way of business. One reads very interesting accounts indeed about large mail order concerns, but what applies to people in a large way of business won't always work out satisfactorily for the smaller one.

Yours faithfully,
JAMES ATKINSON,
Per William Atkinson.

Besides conducting a business as printer and binder, Mr. Atkinson is also a stationer and novelty dealer, and has been an active advertiser in his local field. Retailers in similar lines in the United States have taken advantage of new conditions during the past few years, establishing mail order departments, but this form of enterprise appears to be in its infancy in Great Britain. With a view to securing actual knowledge of how such a department is started and maintained in connection with a retail business a **PRINTERS' INK** reporter was sent to interview Mr. A. H. Cosden, secretary of Wm. B. Riker & Son Co., retail druggists and manufacturing chemists, corner of Sixth avenue and Twenty-third street, New York. This is one of the most enterprising retail drug stores in New York. More than half a century old, it has steadily adopted innovations from time to time to meet new trade conditions, and some of its departments are new in their application to this business. One is a rubber goods store, entirely sep-

erate from the main establishment and maintained on another floor, handling hot water bags, elastic stockings, trusses and rubber novelties. By separating this department it is possible to give better attention in scientific fitting of trusses, stockings and supporters. Another department which has also been successful, and which is maintained on still another floor, is a large room devoted to manicuring, hair-dressing, chiropody, hair dying, shampooing, face massage and scalp treatment. The mail order department was started about two years ago, and is to-day one of the most important adjuncts of the business, keeping Mr. Cosden and a staff of stenographers busy.

"To put the matter into a slang phrase, there is a good deal of 'hot air' preached about the possibilities of mail order trade in connection with a retail store," said Mr. Cosden. "It is comparatively a new thing, and has been made the center of much eulogy by advertising journals, chiefly based on theory. A mail order department is not a gold mine in any sense, and the man who goes into it with the expectation of becoming a millionaire will be likely to suffer keen disappointment. But as a straightforward business proposition, paying a good return on capital invested and responding to enterprise and good management, the mail order department is entirely sound, both in theory and practice. And it offers the most natural line of development for a retail store to-day, particularly in sparsely settled communities. This store was among the first to cut rates on proprietary remedies, and we made a success of it because we were in advance of others. Then competition showed that we must get something new, and we put in our own line of proprietary remedies and perfumes. This has also become common. Every druggist has his own proprietary line nowadays. The next step was the mail order department. This has been in operation two years. It has advertised our retail business so well that even though we sold nothing by mail it would pay to carry on the system for the advertising that

it gives us. Our retail store downstairs has nearly reached its capacity. We cannot obtain more floor space. This advertising brings an increase of business of a sort that can be handled upstairs, and in limited space. We confine our publicity entirely to a mailing list, as newspapers and other mediums are out of the question. This list began with names taken from our books, and has grown rapidly through various sources. Every name that we get hold of goes into a classification. It may be the name of a man whom we know to be a consumer of cod-liver oil, or a woman who uses toilet requisites. The lists have a subdivision for every article in our stock that is important enough to treat in printed literature. Names are carefully sorted and resorted, dead matter is eliminated, and the lists are kept thoroughly alive. Our object is to make every dollar count in advertising, and to attain this object we take care that literature shall be sent to those who are interested in it. Printed matter takes the form of folders, small booklets, mailing cards and circulars. These cost from \$5 to \$15 a thousand. Some deal with a single article, some with a particular department, some with the store as a whole. They are mailed within a radius of 100 miles of New York, as well as throughout the city, and we deliver goods within this territory even though there is a loss on an order. Good service on an insignificant purchase is followed by profitable business in almost every instance. To every name on the list something is sent at least once a month. Literature is put into all correspondence regarding goods, as well as into monthly statements. New York City offers one sort of material to work on, while its environs offer another. In suburbs and outlying towns we get mail orders. In the city itself we reach people who will buy when they visit the shopping district, in which our store is situated. Our manicuring and hair-dressing parlors, for example, get a fine class of trade through advertising by literature, while printed matter does our talking before the customer comes to the store, saving

the time of our clerks. The retailer of the old-school talked from behind his counter. The retailer of to-day talks in his advertising and gives customers what they ask for. Our literature is neat, but not too expensive. Arguments are largely confined to description, and we try to be concise. A hundred words will suffice to sell a house and lot if they are the right words and brought to the attention of the right person. We search for the words and the right person. Results are such as to thoroughly please and encourage us in extending this department, but we grow slowly. When a mail order department fails it is because too much is attempted at the outset. Such a department can be made to pay, but it must also be remembered that a great deal of money can be scattered to the four winds of heaven in a very short time, with no return. If our catalogue or literature is not effective that is the end of it, and not a penny of its cost can be retrieved. It is, therefore, better to be sure than sorry. We do no newspaper advertising, but have a fine line of literature for proprietary toilet articles which go to the trade generally, and we also look after the local advertising of the new Rexall remedies, for which we are New York agents. Other New York dealers are our sub agents for these goods. Thus far their success has been thoroughly satisfactory."

IMPROVEMENT IN TONE.

The tone of the general advertising of the country has advanced in keeping with that of the news. In the best dailies to-day there is found no offensive ads. The advertisements are clean and as scrupulously edited as is the news, and quite proper is it that this should be so. It is the home circulation which counts with the advertiser and brings a paper its business, and no paper that contains indecent and vulgar announcements can find a welcome in the best homes. It is false economy for the management of a paper to turn down an advertisement, even though it be off color. When a publication accepts an advertisement it shoulders the responsibility of giving sanction to that which is advertised. And not a few papers are being hindered in their progress by accepting anything and everything in the line of advertising which is offered them, providing the cash be forthcoming with the order.—*Newspaperdom, New York City.*

ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called "A Roll of Honor." It is published weekly in preferred position and contains the names of publications which furnish to the American Newspaper Directory a detailed circulation statement, duly signed and dated, so that advertisers may know by weight and measure what they buy when they place a contract with the paper. Those publishers who are entitled to a place in a "Roll of Honor" are the ones who believe in honest dealing, who believe that cold, hard business shrewdness does not exclude the highest ethics in dealing with their fellow-men: Honesty.

The "Roll of Honor has such virtues, and such advantages for those who are entitled to a place in it, that it received from the start an unanimous indorsement from publishers, advertisers and special representatives.

The "Roll of Honor" is a clibse service for those who are entitled to it by reason of its almost nominal expense. Another advantage is the fact that a publisher entitled to a place in it may state for a month or a quarter just past how much his circulation has gained during such a period.

The specific conditions under which this may be done are simple and easy to comply with, viz.:

Any publisher who is entitled to an announcement under the caption "A Roll of Honor" and desires to state therein what his average circulation for a month or quarter just passed has been, may do so, provided he hands in a statement in detail, properly signed and dated, covering the period, and made in accordance with the rules of the American Newspaper Directory. Such addition to appear in *italics*, immediately following the Directory page reference number. Additional space occupied to be paid for at the regular rates, twenty cents per line.

EXAMPLE:

PENNSYLVANIA.

Philadelphia, The Evening Bulletin, D. ex. 8. Average for 1902, sworn, 130,489 (884). Copies not paid. Average for first four months of 1903, sworn, 140,561 copies not paid.
"In Philadelphia Nearly Everybody Reads the Bulletin."

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (893). Average for March, 1903, 8,200.

This feature of the "Roll of Honor" does particularly appeal to prosperous and progressive publishers because they could not possibly acquaint advertisers with these facts in any other way for the same expenditure of money, nor could they reach, without much clerical labor, such a large and desirable number of advertisers every week in the year. Change of copy is always free of charge.

These are some of the advantages, but there are many others. And to bring such conspicuously to the front, the following prize competition will open on July 29, 1903, to all readers of the Little Schoolmaster:

\$100 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the "Roll of Honor" should make use of the service.

\$50 will be paid for the second best article wanted as above.

\$25 will be paid for the third best article wanted as above.

RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the "Roll of Honor" as described in that heading of the first page of the "Roll of Honor" published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the "Roll of Honor" is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked "Roll of Honor Contest," care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose from that number the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK, together with the name of its author and the name and date of the paper in which it had insertion.

(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Halftone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated and no bar to the publications in which they are to be inserted.

Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the "Roll of Honor" there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fail of recognition.

An opportunity is hereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to note that the prize competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

Mere wordings and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanting are true, strong, virile statements of facts. The principal fact to be emphasized is why a publisher whose paper is entitled to a place in the "Roll of Honor" should enlist in it and what the business and moral advantages are to bring the fact before the advertisers of the country through PRINTERS' INK.

For further information, if desired, address Editor of PRINTERS' INK, 10 Spruce street, New York.

OPINIONS.

The new department, a "Roll of Honor," appeals to me strongly. If utilized generally, as I have no doubt it will be by all publications of "verified circulation," it will be an added incentive to publications of unknown circulation to uncover.—*W. J. Murphy, Pub. Minneapolis Daily, Sunday and Farmers' Tribune, Minneapolis.*

"At the outset I recognized in the "Roll of Honor" a form of advertising that is not only inexpensive, but peculiarly effective for the papers that I represent, while its value to advertisers is beyond question. Realizing its help in the work of a special agent, I immediately wrote to all papers on my list urging the publishers to secure representation. As a result fifteen of them have made contracts."—*E. Katz, Special Agent, New York City.*

Mr. M. Lee Starke, who has offices in both New York and Chicago, and whose present list consists of the Washington Star, Baltimore News, Newark News, Indianapolis News, Montreal Star and Minneapolis Journal, said to a representative of the Little Schoolmaster: "The advertiser who will use a paper that does not reveal its circulation is not wise. In my opinion the 'Roll of Honor' will very quickly become the handiest and most useful reference list for the average advertiser. Three of my papers are already enrolled, and I have urged the other three to secure representation."

"We think so much of it here that if our papers were not willing to pay for space in the 'Roll of Honor' we would be glad to pay for it ourselves," said Samuel E. Leith, of Leith & Stuart, 150 Nassau street. "Our publishers have been keen to see its value, however. Three are already enrolled. Three others who sent statements too late for insertion in this year's Directory find it a hardship to be excluded until next year." Mr. W. C. Stuart of the same agency said: "It is the first list of the kind made up with good stable judgment back of it. Other advertising publications have established similar departments, but the lists were of no practical value. The idea of a 'Roll of Honor,' with the prestige of the American Newspaper Directory, which is unquestioned as an authority on circulation, will make it the standard guide for advertisers."

Henry Bright, of Bright & Verree, representing a list of twelve papers in both New York and Chicago, favors the "Roll of Honor." "Four of my papers are now enrolled. The department covers several points of quality not covered by the American Newspaper Directory, but its chief usefulness is the opportunity it accords honest publishers of stating a growing circulation. The provision in the 'Roll of Honor' permitting a publisher with a figure rating to make a new statement for a quarter or month just passed enables him to present his circulation to date. One of my papers has come to the front very rapidly the past year, and naturally derives great benefit from this provision."

ROLL OF HONOR PRIZE COMPETITION.

FIFTH WEEK.

In response to the contest announced on the two preceding pages two articles were received in time for report in this issue of **PRINTERS' INK**. Of these, the one reprinted below was deemed the best. It was written by L. W. Marshall, 478 Jefferson avenue, Brooklyn, N. Y., and it appeared in the *Phillips, Me., Woodsman* of July 31, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a paid-in-advance subscription to **PRINTERS' INK**, good for one year from date of presentation, was sent to Mr. Marshall when the marked copy of the paper was received. Two additional coupons, one to Mr. Marshall and one to the advertising manager of the *Woodsman* were sent in accordance with the terms of the competition, after the choice for the week had been made. Mr. Marshall's effort will now be placed on file and it will have further consideration when the time for awarding the cash prizes arrives. The article as it appeared in the *Woodsman* follows here:

THE ROLL OF HONOR.

By L. W. Marshall.

PRINTERS' INK, published by Messrs. Geo. P. Rowell & Co., at 10 Spruce street, New York city, is the pioneer publication for the advancement of the interests of the American advertiser.

* * *

The paper has been published for over fifteen years, and during this time it has practically revolutionized ways and methods in publicity. **PRINTERS' INK** has always been a leader and a champion of every upright method that would help an advertiser in pushing his business through advertising. **PRINTERS' INK** has done so by a number of clever innovations, prize competitions and other devices which stimulate talent to bring forward ideas, plans and suggestions.

* * *

One of the foremost and most practical innovations is the Roll of Honor, which the Little Schoolmaster created in April, 1903. Barely four months old, this new department has taken such a hold with publishers and advertisers that it has already become a fixed, valuable institution and a department which distinguishes itself as the first

department of its kind in existence anywhere.

* * *

Now, what is the Roll of Honor and of what advantage is it to a publisher and advertiser?

1. The Roll of Honor is a classified advertisement service which is printed weekly in a preferred position in **PRINTERS' INK**. Publications who seek admittance must have a figure rating in the 1903 issue of the American Newspaper Directory; in other words, they must belong to the class of honest and intelligent publishers who believe in the principle of letting their circulation be known.

* * *

Maine Woods, published by J. W. Brackett, in Phillips, Me., is a member of the Roll of Honor, and the only paper published in Franklin county which is entitled to a place therein. A consultation of the 1903 issue of the American Newspaper Directory shows that the actual average issue of *Maine Woods* during the year 1902 was 5,416 copies each week. This is a figure which is supposed to be three times as large as its nearest competitor prints in the shire town of the county. Other Maine papers, at present represented in the Roll of Honor, are: *Kennebec Journal*, Augusta; *Commercial*, Bangor; *Journal*, Lewiston; *Evening Express*, Portland.

2. The advantage resulting to a publisher of a paper that is entitled to a place in the Roll of Honor is direct and positive.

* * *

PRINTERS' INK is read by every general advertiser of the American continent and in foreign lands as well. The Roll of Honor has their careful attention every week and advertisers turn to it as the simplified choice index of choice papers. This service can be had for the nominal charge of twenty dollars and eighty cents for a full year and virtually amounts to an indorsement of a newspaper which it could nowhere obtain in all the country with the same degree of authority.

* * *

The Roll of Honor also permits a publisher to state his growing circulation for a week, a month or a quarter just past. This would in itself appear the strongest feature of the service, for advertisers have constantly looked for such a plan, and publishers have ever clamored for such a chance.

The Little Schoolmaster congratulates Mr. Marshall for having written the essay which secured the first choice in the fifth week of the contest. His production probably ranks easily on a par with the prize articles of the first and fourth weeks, the ones which were considered the best so far received.

The other article submitted during the fifth week was written by

J. Lightfoot Brooke of Richmond, Va., and it appeared in the *News Leader* of that place on August 11, 1903. Its text follows here:

THE CLEVEREST YET.

A New Scheme by Which Periodicals Can Obtain Publicity.

PRINTERS' INK, the little school-master in the art of advertising, comes to the front again, with what we consider the most unique plan yet introduced by which newspapers and periodicals of high standing and acknowledged superiority can show monthly their circulation figures.

Under the caption, A Roll of Honor, you can find listed the names of many mediums, representing publications from all over the country. To the casual observer it would naturally seem that the list would soon assume enormous proportions, but when the conditions are carefully thought of which entitles a publication to a place among the "honorable" it will be seen that only thoroughly-tested and absolutely correct statements of circulation can appear, as they must stand the rigid examination of the Little Schoolmaster.

The conditions are as follows: No papers are eligible except those which, according to the 1903 issue of the American Newspaper Directory have submitted to the editor of that Directory a detailed circulation statement prepared, signed and dated in accordance with the rules of the Directory. Positively no other publications can be enrolled with the exception of a few, bear-

ing the so-called "gold marks," which denote the superior quality of circulation. Announcements under this classification, if entitled as above, cost 20c. per line under a yearly contract; \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Briefly summing up the above, we would point out a few of the many advantages to the buyer and seller of space for publicity.

Every man who uses this class of advertising wants the best that he can get, and the knowledge obtained from the conditions of enrollment will make it plain to him that he is getting full value for his investment, besides, the guarantee of PRINTERS' INK is a sufficient reason for anyone to patronize the names on A Roll of Honor.

To the periodicals we would say: Your name among the "honorable" will stand out in bold relief, and thousands of readers of PRINTERS' INK will have a renewed interest and confidence in you—and the result is obvious.

We congratulate PRINTERS' INK on this scheme, and will say that its place, in our estimation, could not be filled—as it was "good" when it started, "better" as it grew older, and is now the "best."

As will be noticed, Mr. Brooke's article is not a bad one, but it could easily be made better by observing more of the details of the contest and giving full address of the paper which conducts the contest. To do this a re-insertion would be necessary.

SCHENECTADY GAZETTE
CIRCULATION
OVER 12000 A DAY

4

TIMES AS LARGE AS ANY OTHER

4

KEEP YOUR MIND ON THE 4 WHEN FIGURING RATES IN SCHENECTADY, N.Y.

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1933 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character. No amount of money can purchase a place in this list for a paper not entitled to it.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (⊙), the so-called gold marks, denoting superior excellence in quality of circulation. Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.90 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided if the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Annisson, Evening Star. Daily average for 1932, 1,159. Weekly, 2,926, guaranteed (33). First six months, 1933, daily 1,555 guaranteed.

Birmingham, Birmingham News. Daily average for 1932, 13,438 (34); first seven months 1933, 17,898; July, 1933, 20,188; guaranteed.

Birmingham, Ledger. dy. Average for 1932, 13,980 (34). Av. for July, 1933, 17,147, guaranteed.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1933, guaranteed, daily 10,896 (⊙), weekly 13,841, Sunday 14,625 (40).

ARIZONA.

Phoenix, Republican. Daily average for 1932, 5,899 (47). Logan & Cole Special Agent, N. Y.

CALIFORNIA.

Fresno, Morning Republican, daily. Average for 1932, 4,644 (47). E. Katz, Special Agent, N. Y.

Oakland, Tribune, daily. Average for 1932, 9,953 (75). Tribune Publishing Company.

San Francisco, Argonaut, weekly. Average for 1932, 15,165 (81). E. Katz, Special Agent, N. Y.

San Francisco, Bulletin. R. A. Crothers. Av. for 1932, daily 49,159, Sunday 47,802 (80).

San Francisco, Call, d'y and S'y. J. D. Spreckels. Av. for 1932, d'y 60,885, S'y 71,584 (80).

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1932, 82,171 (97). Average for July, 1933, 87,882. Gain, 5,161.

CONNECTICUT.

Hartford, Times, daily. W. O. Burr. Average for 1932, 16,172 (111).

Meriden, Morning Record and Republican. Republica Pub. Co. Dy. av. for 1932, 7,857 (113).

New Haven, Palladium, daily. Average for 1932, 5,600 (114). E. Katz, Special Agent, N. Y.

New Haven, Union. Av. for 1932, d'y 15,831, S'y 8,825 (114). E. Katz, Special Agent, N. Y.

New London, Day, evg. Av. 1932, 5,198 (115). First six months 1933, 5,582. June, 1933, 5,686.

Norwich, Bulletin, daily. Bulletin Co., publishers. Average for 1932, 4,659 (115). Average first six months 1933, 4,996.

DISTRICT OF COLUMBIA.

Washington Fv. Star, daily. Fv. Star Newspaper Co. Average for 1932, 55,748 (⊙) (122).

National Tribune, weekly. McElroy & Shoppell. Average for 1932, 104,599 (123).

DELAWARE.

Wilmington, Morning News, daily. News Publishing Co., pubrs. Average for 1932, 9,455 (121).

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1932, 7,018 (126). Average first 6 months, 1933, 8,239.

Pensacola, Journal, daily, every morning except Monday. Average for 1932, 2,441 (131).

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1932, 5,608 (132).

GEORGIA.

Atlanta, Journal, dy. Av. 1932, 37,828. Semi-weekly, 84,105 (135). Atlanta Journal Co., pubrs.

ILLINOIS.

Cairo, Citizen, weekly. Citizen Co. Year ending Dec., 1932, no issue less than 1,000 (161).

Champaign, News. In 1932 no issue less than 1,100 daily and 3,406 weekly (163). Average daily issue for July, 1933, 1,711.

Chicago, Baker's Helper, monthly. H. R. Cismoid. Average for 1932, 4,950 (⊙) (177).

Chicago, Breeders' Gazette, stock farm, weekly. Nanders Pub. Co. Average for 1932, 60,052 (167). Average first 25 weeks, 1933, 66,740.

Chicago, Grain Dealers Journal, s.-mo. Grain Dealers Company. Av. for 1932, 4,416 (⊙) (175).

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1932, 14,166, (181).

Chicago, New Thought, monthly. 50c. a year. Ella Wheeler Wilcox, editor. Average year ending January, 1933, 29,259 (183). Since January, 1933, New Thought prints over 100,000 monthly.

Chicago, Record-Herald. Average for 1932, daily 158,424, Sunday 171,816 (166).

Chicago, Tribune, daily. Tribune Co. In 1932, yA (⊙) (166).

Clayton, Enterprise, weekly. No ads on patent. No issue since 1933 below 1,008 (188).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1932, 6,875 (192). Average first six months 1933, 14,888.

Evanston, Correct English: How to Use It, mo. Average for year ending Oct., 1932, 9,759 (194).

INDIANA.

Evansville, Journal-News. Av. for 1932, d'y 11,910, S'y 11,598 (244). E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1932, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1933, d'y 21,468, S'y 16,525. (260).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1932, 25,976 (262).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1932, 1,820 (264).

South Bend, Tribune. Sworn dy. av., 1932, 4,861 (267). Sworn av. first 6 mos. 1933, 5,584.

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1932, 1,400 (282).

Burlington, Hawk-Eye, daily. J. L. Waite. Av. for 1932, 6,818 (285). June 30, 1933, 7,018.

A Roll of Honor—Continued.

Davenport, Times. Dy. av. 1902 **6,832**, s.-w'y. **1,527** (292). Dy. av. 1st 6 mos. 1903, **7,718**. Cfr. *guar. more than double of any Davenport daily.*

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1902, **24,019** (293). Average for June, 1903, **31,011**.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, **9,666** (394).

Des Moines, News, daily. Des Moines News Co. Average for 1902, **27,118** (393).

Muscatine, Journal, dy. av. 1902 **2,712**, s.-w'y. **2,711** (315). Dy. av. 1st 6 months 1903 **4,188**.

Ottumwa, Courier, Dy. av. '02 **4,491**, s.-w'y. **6,984** (319). 1st 6 mos. 1903, dy. **4,577**, s.-w'y. **7,291**.

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y **486**, w'y **2,544** (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, **8,681** (323).

Sioux City, Journal, daily. Perkins Bros. Co. Average for 1902, **16,968** (334). Over 19,000 daily guaranteed for 1903. *Ranks first and best in its wide field in the Northwest.*

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). *Offers to prove 5,200 daily circulation for 1903, or receipt any advertising bill.*

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, **195,809** (345).

Hutchinson, News, d'y and w'y. W'y. during 1902, no issue less than **1,920** (346). E. Katz, N. Y.

Topeka, Western School Journal, educational monthly. Average for 1902, **8,116** (362).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y **16,781**, w'y **6,674** (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, **2,248** (368).

Lexington, Leader. Av. for 1902, d'y **8,728**, w'y **2,406**, s'y **4,008** (373). E. Katz, S. A., N. Y.

Paducah, Sun, daily. Sun Publishing Co. Average for year ending June, 1902, **1,704** (378). Daily average for July, 1903, **2,114**.

LOUISIANA.

New Orleans, Louisiana Planter and Sugar Mfr. w'y. In 1903 no issue less than **3,000** (387).

MAINE.

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, **4,719**, w'y **2,188** (391).

Bangor, Commercial. Average for 1902, daily **7,846**, weekly **29,012** (392).

Lewiston, Evening Journal, daily. Average for 1902, **6,640** (393), weekly **15,255** (393) (396).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, **5,416** (397).

Portland, Evening Express. Average for 1902, daily **11,181**, Sunday Telegram **7,666** (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, **41,533** (402).

MASSACHUSETTS.

Boston, Evening Transcript (398) (412) *Boston's tea table paper. Largest amount of week-day adv.*

Boston, Globe, average for 1902: Daily, **196,579**; Sunday, **276,296** (412-413). First 6 mos. 1903, dy. **195,747**, Sp. **296,229**. *Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.*

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (399)

Post, daily. Average for 1902, **174,178** (415). *Largest p. m. or a. m. sale in New England.*

Danvers, Red Men's Official Journal, monthly. Andrew H. Paton, pub. Average 1902, **2,750** (425). *Only official paper for 350,000 members.*

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1903, **20,541** (425).

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, **6,701** (425).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, **75,256** (424).

Springfield, Good Housekeeping, mo. Avg. for 1902, **103,666** (436). *For year end. April, 1903, 119,000. All advertisements guaranteed.*

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, **10,556** (439).

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, **1,270** (440). Av. first 6 mths. in 1903, **2,585**.

Detroit, Times, daily. Detroit Times Co. Average for 1902, **27,657** (450).

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, **20,156** (456).

Saginaw, Evening News, daily. Average for 1902, **9,843** (473). July, 1903, daily **10,925**.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, **74,714** (496).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, **54,628** (495).

Minneapolis, N. W. Agriculturist, s.-mo. Feb., '03, 73,168 (496). **75,000** guar'd. 35c. *agate line.*

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, **4,200** (500) (497).

Minneapolis, Svenska Amerikanska Posten, weekly. Swan J. Turnblad, publisher. Average for 1902, **47,075** (497).

Minneapolis, Tribune, daily. W. J. Murphy, publisher. Average for 1902, **66,872** (496). First seven months 1903, average **70,586**.

Minneapolis, Tribune, Sunday. W. J. Murphy, publisher. Average for 1902, **56,550** (496). First seven months 1903, **60,488**.

Minneapolis, Western Progress, mo., devoted to Western interests. Av. for 1902, **10,000** (500).

St. Paul, News, daily. B. D. Butler. Average for 1902, **50,619** (505).

St. Paul, Pioneer-Press. Daily average for 1902 **24,151**, Sunday **80,986** (506).

Winona, Republican and Herald, daily. Average 1902, **3,203** (512). Av. past 6 months, **4,007**.

MISSOURI.

Carthage, Press. Daily average for 1902, **1,411**, weekly **2,820** (530). W. J. Sewall, pub.

Joplin, Globe, daily. Average for 1902, **9,414** (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1902, daily **56,876**, weekly **161,109** (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug. '02, **9,187** (543). Av. 6 mos. '03, **9,895**.

Kansas City, World, daily. World Publishing Co. Average for 1902, **62,978** (543).

Mexico, American Farm and Orchard, agric. and hort. mo. Actual average for 1902, **4,543** (549). Actual aver. May, June, July, 1903, **15,667**.

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, **7,475** (567).

St. Joseph, 300 S. 7th St. Western Fruit Grower, m'y. Aver. for 1902, **22,287** (567). Rate 15c. per line. Circulation **80,000** copies guarant'd.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, **22,655** (563).

A Roll of Honor—Continued.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1908, 908,888. Actual proven average for first 7 mos. in 1908, 1,115,760. Every issue "OVER" one million copies. Largest EVERY issue circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1908 11,904 (572). MONTANA'S BEST NEWSPAPER

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1908, 10,101 (573).

Helena, Record, evening. Record Publishing Co. Average for 1908, 7,974 (574). Average January 1st to May 31st, 1908, 10,309.

NEBRASKA.

Lincoln, Deutch-American Farmer, weekly (580). Av. for year end, April 30, 1908, 144,554.

Lincoln, Freie Presse, weekly (580). Average for year ending April 30, 1908, 144,554.

Omaha, Den Danske Pioneer, wv. Sophus F. Noble Pub. Co. Average for 1908, 28,478 (594).

Omaha, News, daily. Daily News Publishing Co. Average for 1908, 22,777 (591).

NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davis. Av. for 1908, 7,500 (595).

Leith & Stuart, N. Y. Rep., 100 Nassau St.

NEW JERSEY.

Elmer, Times, weekly. R. P. Fodor. Average for 1908, 8,035, (516).

Jersey City, Evening Journal, daily. Evening Journal Assoc'n. Average for 1908, 17,533 (519).

Jersey City, Sunshine, mo. J. W. Floridy. Av. for year ending Jan., 1909, 24,500 (426).

New Market, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1908, 5,041 (525).

Plainfield, Daily Pre s. A. L. Force, publisher. Actual average for 1908 2,533 (525).

NEW YORK.

Albany, Journal, evening. Journal Co. Av. average 1908, 16,109 (534); present, 18,597.

Albany, Times-Union, every evening. Establ. 1858. Average for 1908, 25,294 (535).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1908, 10,891 (538).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1908, morning 48,818, evening 20,401 (541).

Corning, Evening Leader, daily. Average for 1908, 4,064 (547). First half 1908, 5,535.

Elmira, Ev'g Star. Av. for 1908, 8,255 (551). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 100 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1908, 2,116 (558). Av. for June, 1908, 4,908. Leith & Stuart, N. Y. Rep., 100 Nassau St.

Newburgh, News, dy. Av. for 1908, 4,257 (566). Guaranteed by affidavit or personal investigation.

New York City.

American Machinist, w'y, machine construc. (Also European ed.) Av. 1908, 18,561 (570).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 63 Trinity pl. Av. for 1908, 18,600 (571).

Automobile Magazine, monthly. Automobile Press. Average for 1908 8,750 (568).

Baker's Review, monthly. W. R. Gregory Co., publishers. Average for 1908, 2,048 (565). Average for first six months end, July 31, 1908, ———.

Bensinger's Magazine, family monthly. Bensinger Bros. Average for 1908, 28,470 (588).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high class Rest.). Average for year ending with August, 1908, 5,323 (587).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1908, 208,855 (587).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1908, 26,544 (579).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1908, 721,009 (588). Act. av. circ'n for 6 months ending June, 1908, 876,927.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1908, 6,212 (574).

Engineering and Mining Journal, weekly. Est. 1866. Average 1908, 10,009, (574).

Forward, daily. Forward Association. Average for 1908, 21,709 (567).

Hardware, semi-monthly. Hardware Publishing Co. Actual average for 1908, 8,502 (583).

Morning Telegraph, daily. Daily Telegraph Co., pubs. Average for 1908, 28,225 (568).

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pubs., 5 Spruce street. (579).

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1908, 6,659 (578).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. F. Howell & Co. Est. 1888. Average for 1908, 18,927 (579).

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1866. (575).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1908, 8,488 (587).

The Iron Age, weekly. established 1855 (576). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 30, 1901, 'by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, that paper after a canvass 'ing of merits extending over 'a period of ten months, having been pronounced the one trade paper in the 'United States of America that, taken all in all, 'renders its constituency the best service and best 'serves its purpose as a medium for communication with a specified class.'"

The New York Times, daily. Adolph S. Ochs, publisher, 1902 A (570).

Rochester, Case and Comment, mo. Law. Av. for 1908, 20,000 (715); 4 years' average, 20,186.

Schenectady, Gazette, daily. A. N. Lecky. Average for 1908, 9,097 (718). Average for the month of July, 1908, 12,564.

Utica, National Electrical Contractor, mo. Average for 1908, 2,999 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1908, 18,618 (727).

Warsaw, Western New Yorker, weekly. Leri A. Cass, publisher. Average for 1908, 2,468 (734).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1908, 4,129 (736).

NORTH DAKOTA.

Grand Forks, Normanden, weekly. Normannden Pub. Co. Average for 1908, 4,869 (744).

Herald, dy. Av. for '08, 4,759 (744). For gr. end. July, '08, 5,223. La Cote & Maxwell, N. Y. Rep.

OHIO.

Ashabula, Amerikan Sanomat, w'y. Aug. Edwards. Average for 1908, 2,553 (752).

Cincinnati, Enquirer. Established 1842. Daily (570), Sunday (571). Beckwith, New York.

Cincinnati, Photographic Magazine, mo. Phonog. Institute Co. Av. for 1908, 10,107 (764).

Cincinnati, Trade Review, w'y. Highlands & Highlands. Av. for 1908, 2,534 (763).



A Roll of Honor—Continued.

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, **24,989** (770).

Dayton, News, daily, News Publishing Co. Average for 1902, **16,520** (773).

OKLAHOMA.

Guthrie, Oklahoma State Capital, dy. and wy. Average for 1902, **18,806**, wy. **21,222** (813).

OREGON.

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, **8,808**; first 8 mos. 1903, **4,912**.

Portland, Washington Advocate, mo. Order of Washington, puba. Avg. for 1902, **6,040** (824).

PENNSYLVANIA.

Hellfonte, Centre Democrat, wy. Average for 1902, **8,550** (832). First six months 1903, **8,750**.

Erie, Times, daily. Average for 1902, **10,645** (845). E. Katz, Special Agent, New York.

Harrisburg, Telegraph, dy. No issue for year end. Feb., '03, loss **7,500** (857). Sworn av. year end, July, '03, **9,420**. Shannon, 150 Nassau, N. Y.

Philadelphia, American Medicine, wy. Av. for 1902, **19,537** (866). Av. March, 1903, **16,827**.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, **8,748** (871).

Philadelphia, Farm Journal, monthly. Willmer Atkinson Company, publishers. Average for 1902, **5,288,127** (873). *Printers' Ink* awarded the seventh sugar bowl to Farm Journal with this inscription:

"Awarded June 25th, 1903, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns.'"

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (©) (885).

Philadelphia, Reformed Church Messenger, wy. 1306 Arch st. Average for 1902, **8,574** (868).

Philadelphia, Sunday School Times, weekly. Average for 1902, **101,815** (869). Average to July 1, 1903, **108,057**. Religious Press Assn., Phila.

Philadelphia, The Evening Bulletin, D. ex. S. Average for 1902, sworn, **120,489** (864). Copies daily net paid. Average for first six months of 1903, sworn statement, **141,196** copies per day net paid. "In Philadelphia Nearly Everybody Reads The Bulletin."

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1902, **59,571** (876).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, **15,086** (880).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, **7,801** (893). Average for May, 1903, **8,278**.

RHODE ISLAND.

Providence, Daily Journal, 15,975 (©) (896). Sunday 18,281 (©). Evening Bulletin 87,581, average 1903. Providence Journal Co., puba.

SOUTH CAROLINA.

Columbia, State, daily. State Co., publishers. Average for 1902, **5,777** (901). Daily average for the first five months of 1903, **6,800** copies.

TENNESSEE.

Gallatin, Semi-weekly News. In 1902 no issue less than **1,850** (925). First 8 mos. 1903, **1,425**.

Knoxville, Sentinel, daily. Average 1902, **7,701** (925). Average six months 1903, **9,810**.

Memphis, Commercial Appeal, daily, Sunday and weekly. Average, 1902, daily **27,506**, Sunday **24,910**, weekly **74,718** (927).

Nashville, Banner, daily. Av. for year ending Feb., 1903, **14,078** (929). Av. for June, 1903, **19,556**. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, **14,241** (929).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, **1,000** (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, **2,744** (948).

El Paso, Herald, daily. Average for 1902, **5,245** (946). E. Katz, Special Agent, New York.

Paris, Advocate, dy. W. N. Farey, pub. 1902 no issue less than **1,150** (969); May, 1903, **1,257**.

VERMONT.

Barre, Times, daily, F. K. Langley. Aver. 1902, **2,254** (974). First six months 1903 **2,582**.

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, **5,092** (986). July, 1903, **7,726**.

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Lake. Average for 1902, **5,556** (990).

Tacoma, Daily News, dy. Daily News Pub. Co. Av. 1902, **18,659** (1,000). Saturday issue **18,008**.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, **2,804** (1009).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y **8,026**, S'y **8,805** (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, **9,496** (1036).

Milwaukee, Evening Wisconsin, daily. Fvg. Wisconsin Co. Av. for 1902, **20,748** (©) (1067).

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb., 1903, **29,425** (1029). July, **84,114**.

Oshkosh, Northwestern, daily. Av. for 1902, **5,908** (1036). First 4 mos. 1903, **6,270**.

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1903, **8,706**.

Wisconsin Agriculturist, w'y. Av. for 1902, **27,515** (1039). For gr. edg. July 31, 1903, **20,900**.

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, **2,558** (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, **9,957** (1061).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, **3,574** (1061).

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1902, daily **15,841**, weekly **10,674** (1064). First six months 1903, **17,429**.

NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, **12,581** (1060).

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, **5,250** (1067).

Toronto, Star, daily. Average for 1902, **14,161** (1064). First six months 1903, **20,098**.

QUEBEC, CAN.

Montreal, Star, dy. & wy. Graham & Co. Av. for '02, dy. **55,079**, wy. **121,418** (1068). Six mos. end. May 31, '03, dy. av. **58,147**, wy. **122,157**.



The Best

From now on to September 30, 1903, readers of articles setting forth strong reasons why business PRINTER'S INK is the best advertising journal in 500 words.

In constructing the same, a writer may dwell on the journal for advertisers: 1. That above all else is the field which it treats. 2. That it covers its chosen field with care and service to subscribers, never been approached.

Particular emphasis should be laid upon the fact that one can tend to learn the art of writing advertisements and may accomplish it by reading and studying PRINTER'S INK carried on at home, every issue of PRINTER'S INK being less than ten cents. That, doing this very thing has helped many young men who now earn large salaries as writers. PRINTER'S INK costs only five dollars a year, and is more valuable than any so-called advertising course, because it guides along the line of the actual experience by writing in a practical way.

A coupon, good for a paid-up subscription for a year, will be given to every writer of such an article as is deemed worthy enough to be published in PRINTER'S INK.

SAMPLE COPIES 10 CENTS.

Address Managing Editor Printers' Ink, 10 Spru

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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, AUG. 26, 1903.

To-day's slogans of publicity are many: "Judicious Advertising," "Advertising that Advertises," "Profitable Advertising," "Results that Count," "Scientific Advertising," "More business" and scores of other rallying cries have staunch supporters. One new note demands expression: "Reasonable Advertising."

* * *

Reasonable advertising is the standard to which the advertising of to-day is (unconsciously in great part) gradually adjusting itself. It is pre-eminently the advertising of the future. Briefly defined, it means advertising that shall, both in general plan and in every detail, be based upon rational business sense. It is the antithesis of that theory of advertising which accepts as true the statement that "A sucker is born every minute," and which bends its energies to catch the sucker.

* * *

Reasonable advertising pre-supposes an honest, practical business proposition to advertise. Its policy forbids the use of freak methods. It knows that publicity can be gotten by rolling a potato down Broadway, but doesn't believe in that kind of publicity. It studies human nature and the laws of trade, and plans to create a strong and lasting demand for the commodity it represents. It believes that convincing people of the merits of goods is of far more value than merely associating the name of the goods in the public mind with a series of comic verses, or a set of unique pictures. Reason-

able advertising holds that the public is intelligent, and produces advertising matter that appeals to the intellect.

* * *

Mere glowing descriptions and eloquent climaxes will not satisfy. There must be sound argument as a framework for the advertiser's rhetoric. Reasonable advertising does not promise more than it can fulfill, for it knows that permanent success can be built up only by satisfying patrons. It plans campaigns wisely, spends money prudently; avoids wildcat schemes; knows the relative value of mediums; deals with agencies of unquestionable standing. It is *not* synonymous with conservative advertising, for *conservatism is often irrational*. When thoroughly convinced of the practicability of new methods, it adopts them, and uses them energetically. Reasonable advertising is the right kind of advertising for every honest business, and in the application of sound reason to the promotion of business by advertising, there are limitless possibilities for able, ambitious men.

MONEY talks when spent for good advertising space.

EDWARD W. DREW, a well-known and popular newspaper man, took charge of the editorial department of the Newark, N. J., *Daily Advertiser* as its managing editor.

MR. JOHN F. MACKAY has been appointed to the position of business manager of the Toronto *Globe*, made vacant on June 25, 1903, by the death of Mr. Charles W. Taylor.

Several of the monthly magazines are excluding patent medicines from their advertising columns and find it profitable to do so. There is now and then a weekly doing the same thing. As yet no daily has become so virtuous.

"I HAVE always been a warm admirer of PRINTERS' INK, and I am fully convinced of its helpfulness, editorially and otherwise."—Robert Frothingham, mgr. Adv. Dep., *N. Y. Life*, Aug. 17, 1903.

THE *Atchison Globe* celebrated its quarter-centennial Sunday, August 2, 1903. The features were two free concerts by Ellery's Royal Italian Band of fifty-five men, and an address by the Governor of Kansas.

THE representation in the foreign field of the Portland, Ore., *Journal*, has been transferred to the Vreeland-Benjamin Special Advertising Agency, of 150 Nassau street, New York, and the Tribune Building, Chicago, Ill.

PRINTERS' INK fully comprehends the importance of psychology and its relation to advertising, but believes it will take care of itself, and that the attempt to reduce its influence to a science is futile. Advertising must be studied from the relation of debit and credit so long as an advertiser is a business man and not a dreamer.

THE Vreeland-Benjamin Special Advertising Agency, of the American Tract Society Building, New York and the Tribune Building, Chicago, has just secured the appointment as special representative of the Albany, N. Y., *Journal* in the West. The Vreeland-Benjamin Agency has represented the Albany *Journal* in the East for a number of years, but its interests in the West have heretofore been looked after by Mr. W. E. Emery, who has resigned, to take charge of the Western office of *Everybody's Magazine*.

MR. E. M. HOOPES, proprietor of the Wilmington, Del., *Morning News*, says the assertion frequently appearing in PRINTERS' INK, that Wilmington is well covered by the Philadelphia papers, is misleading and untrue; that the circulation of the poorest daily in Wilmington is more every day of the week than that of all the Philadelphia dailies combined in the city of Wilmington. Mr. Hoopes wishes it to be understood that the paper he had in mind as "the poorest daily in Wilmington" is not the *Morning News*.

PEOPLE are convinced by reason. To make your ads convincing, you ought to have a reason for every claim.

THE Wilmington, Del., *Morning News* is the only paper on the Roll of Honor from that State, although others might be eligible. Wilmington is a population center of over seventy-six thousand souls.

THE Chicago, Ill., *Grain Dealers' Journal* has cleverly adopted a suggestion made in PRINTERS' INK of July 1, 1903. It prints the goldmarks, (ⒹⒹ) the symbol of highest quality, on the top of its editorial page. Every paper which enjoys the goldmarks (ⒹⒹ) should make this fact constantly known. It is a distinction so difficult to obtain, that one often wonders why publishers who are fortunate enough to possess it don't make the most of it.

THE Rock Island Railroad System has within a few months opened on Fifth avenue, in New York's fashionable district, the most elaborate and costly passenger ticket office in the country. The fittings both exterior and interior are evidence of the finest taste and the nicest sense of fitness to the surrounding neighborhood. Located on the corner of 35th street, the eye of the passer-by is at once caught and held by the front window, which is pretty well covered by the most remarkable sign in New York City. The design is a great globe, which represents the northern half of the western hemisphere. The upper part is concealed in a delicately-lined mass of clouds, while the lower part is a map of the United States showing the Rock Island system. The design shows remarkable skill in both drawing and color, and is really a wonder and a delight to him who beholds it for the first time. The ticket agent in charge says that people frequently stop their carriages on the way down Fifth avenue to comment on it. A lady wrote a letter of admiring comment the other day. The idea of this unique display—at once a sign and an advertisement of the greatest value—originated with Mr. John Sebastian, of Chicago, the passenger traffic manager of the Rock Island system.

It is pretty generally conceded, by those who have an opportunity to know, that the circulation of the *Philadelphia Press* has grown wonderfully since the reduction in price a few months ago. The *Press* is pushing for the home circulation and thought to be doing it successfully, in fact, it always has been a "home" paper.

IN Indianapolis, Ind., four dailies are eligible to the Roll of Honor. The *Journal* (60) for quantity and quality; the *News*, the *Reporter* and the *Sentinel*. Indianapolis is the State Capital and has a population of about one hundred and seventy thousand, is the geographical center of Indiana, with important commercial and manufacturing interests. It would be worth while to bring the newspapers of such a city to the constant attention of American advertisers through the Roll of Honor.

WHILE *Everybody's Magazine* is not in the class of mail-order publication, Mr. John Adams Thayer, asserts it has always brought good returns to high-grade mail-order advertisers; and with its largely increased circulation and low rate, it is one of the best mediums that mail-order advertisers could use at the present time. The subscription list of 70,000 annual, paid-in-advance subscriptions is an unusually strong one. John Wanamaker was the former publisher of *Everybody's*, and the editions were 150,000 copies when it was bought by The Ridgway-Thayer Company. The management of the new concern is vested in Mr. E. J. Ridgway, who was for nine years with The *Munsey Magazine*, and Mr. John Adams Thayer, who was for seven years with the *Ladies' Home Journal* and four years with The *Delinicator*. Their long experience and knowledge of methods of gaining legitimate circulation has already increased the magazine 50,000 copies monthly—and this has been done in the summer time, when magazine sales are usually less. The edition of the September number is 215,000 copies, and the old rate of \$150 per page is still running.

DIRECT talk usually brings direct results.

USUALLY the ad that is very brief will have a very brief existence.

CONSTANT advertising results in a constant demand for the goods advertised.

AN attractive booklet from H. G. Sommerman, special agent, Boyce Building, Chicago, and Temple Court, New York, gives rates, discounts, sizes of column and page and date of closing of each medium in his list. Fifteen publications are represented, among them being *Puck*, *Wilshire's Magazine*, *Etude*, *New England Magazine*, *Canadian Magazine* and the *Inland*. The pages are perforated, permitting each to be detached and filed, and the whole booklet forms a convenient rate table.

PUBLISHERS of periodicals that print a column of reading matter on every page of advertising are fond of emphasizing the added value that it gives to space. This is a favorite argument, and has been so popular with advertisers that many journals have adopted the method of alternating reading and display. The man who makes an experiment with himself, however, will find that it is natural for him to scan all the reading matter on these pages first and then turn to the advertising. The tenor of ads and text is different, and when the mind is bent on one it ignores the other. There are exceptions to this rule, of course, but the practice seems to be general. This is not an argument for printing ads by themselves, but shows that the public needs no bait to tempt it into the advertising sections of such monthlies as *McClure's* and *Harpers's*. A leavening of reading matter does not harm, and probably does a great deal of good by furnishing a background for the ads. It amounts to white space. But advertising is read for itself, and if the art of making advertising had not advanced to a point where it is as interesting as reading matter, no amount of text could make it profitable.

MR. W. H. KENTNOR, manager of the Western office of the Vreeland-Benjamin Special Advertising Agency, of New York and Chicago, has secured the Western representation of the Indianapolis *Sentinel*.

COMPARING the daily and weekly, an advertising agent of long experience says: "It is probably a fair proportion that three insertions in a daily paper, given every other day, are equal to a single insertion in a weekly, for the latter, if a well printed and finely illustrated journal, remains current at least a week. On this basis of three insertions per week it is easy to see that, at the rates usually charged, the daily paper affords the average advertiser a better vehicle for reaching the consumer than does the average weekly."

THIS is the season of school advertising in the magazines, and the critic is once more reminded that this class of publicity, while materially modernized of late years by means of halftones and attractive display, as well as more liberal use of space, is of a sort that seldom departs from stereotyped arguments. School principals seem to have ethics of their own forbidding the use of original arguments. That a school story can be told in a new way, however, and with no approach to the danger line of the sensational, is shown in this ad of the Groff School, 110 West Eightieth street, New York, which appears in the magazines as a plain pica card with little display:

A BOY THAT FAILED

signally at one of the most noted academies of New England was put under my charge for college preparation. After three months of summer work he passed into Yale unconditionally. My experience with this boy is typical of the success I have had for ten years. The Groff School offers, first of all, the very best individual instruction; next, it has special facilities and comforts for a limited number of boarding students of proper age (no very young boys admitted). This is distinctly a hard-working school. Handsome study rooms, fitted properly for young gentlemen (no others need apply). All foolish school discipline, military drill and consequent loss of time eliminated. Handsome fencing rooms, bowling alleys and billiard room. Summer arrangements for boys who wish to take the September College Examinations. Leading Colleges, Annapolis and West Point.

GUARD your customers' interest and your customers will see that you get plenty of business.

IN selecting media, the advertiser can't miss it very far, if he concentrates all his efforts on the best paper in each city.

JOSEPH PULITZER, of the New York *World*, has given \$1,000,000 to Columbia University for the establishment of a school of journalism, and work upon a building to cost \$500,000 is to be begun immediately. If the new school proves that journalism can be successfully taught, thus relieving the newspapers of the work of teaching their own men, a further gift of \$1,000,000 will be added to the endowment within three years. The gift embodies an idea that Mr. Pulitzer has long had in mind, and the school will not only train new men, but will offer courses to reporters and editors already engaged in newspaper work. President Eliot, of Harvard, has outlined the following course, which will doubtless be greatly modified when actual teaching is begun:

NEWSPAPER ADMINISTRATION.—

The organization of a newspaper office; functions of the publisher; circulation department; advertising department; editorial and "reportorial" departments; the financing of a newspaper; local, out-of-town, and foreign news service; editorial, literary, financial, sporting, and other departments.

NEWSPAPER MANUFACTURE.—

Printing presses; inks, paper; electrotyping and stereotyping process; type composition; typesetting and typesetting machines; processes for reproducing illustrations; folding, binding, and mailing devices.

THE LAW OF JOURNALISM.—Copyright; libel, including civil, criminal, and seditious libel; rights and duties of the press in reporting judicial proceedings; liabilities of publisher, editor, reporter, and contributor.

ETHICS OF JOURNALISM.—Proper sense of responsibility to the public on the part of newspaper writers; to what extent should the opinions of the editor or owner of a newspaper affect its presentation of news? Relations of publisher, editor and reporters as regards freedom of opinion.

HISTORY OF JOURNALISM.—Freedom of the press, &c.

THE LITERARY FORM OF NEWSPAPERS.—Approved usages in punctuation, spelling, abbreviations, typography, etc.

RE-ENFORCEMENT OF EXISTING DEPARTMENTS OF INSTRUCTION for the benefit of students of journalism: In English—Reporting of news, news letters, reviews, paragraph writing, editorial writing; In History—Emphasis on contemporary history, Government and geography; In Political Science—Emphasis on contemporary economic problems and financial administration.

THE man who does advertise in a good publication simply because he doesn't like the proprietor, or the editor or some of the papers' tendencies, is shortsighted and foolish. Consider the paper—not the man.

CARDS bearing texts taken from Scripture and resembling "Omega Philosophy" without the savor of oil are now appearing in about one hundred street cars in Chicago. This campaign was begun by members of the Christian Endeavor Society through subscription, the service costing fifty cents per month per card. "Advertising for the Kingdom" is the title of an article in the *Christian Endeavor World* in which the advantages of advertising salvation are set forth from a plain business standpoint:

As followers of Christ we are in business, our "Father's business." We have something about which the whole world ought to know—salvation full and free, without money and without price. Then why not apply business methods to our business? Our traveling salesmen are out already. We have missionaries seeking souls in every country on the globe. But this is only a trifle compared to the activities of the commercial world. We need advertising. Some of our great preachers and evangelists have taken advantage of this idea, and not infrequently we see church notices on our billboards, in the newspapers, and more recently in street cars. The company guarantees that each sign will reach at least five hundred people daily. The advertisers, being conservative, figure on each sign's coming before only two hundred persons a day. Thus by means of one sign we can reach six thousand people in one month, and through the use of fifty such signs three hundred thousand people. What an opportunity! These are the advertiser's figures, but at the company's guaranteed estimate seven hundred and fifty thousand persons can be reached in one month. Is it worth our while to advertise?

Similar cards have also been placed in railroad waiting rooms, and a canvass is being made for blank walls for bulletins, as well as for space in public buildings and funds to carry the campaign into newspapers. Other towns are taking up the idea, and such cards recently appeared in New York surface and elevated cars in limited numbers. Another society with offices at 142 East 18th street, New York, is using small cards in the *World's Work* to offer tracts and literature pertaining to the Unitarian faith.

LETS 'EM STAND.

Mr. La Fetra makes advertising contracts for the Royal Baking Powder Company.

One year, said an advertising man, when I called to talk with Mr. La Fetra, I noticed two chairs in distant corners of the room and brought one forward. Nothing came of that interview.

Next year, when making my annual call I took the other chair. But nothing came of that.

Before leaving I asked Mr. La Fetra whether he thought it would do any good to visit him again next year. He said "It might."

He was willing to do business with me, but I could not allow him the agent's commission; that was where we stuck.

Finally I said: Last year when I was here I used the chair over in that corner. This year I took this one. Most canvases who come here carry away an advertising order. I never seem to be so fortunate. Tell me Mr. La Fetra, in which chair do the advertising men generally sit?

"They generally stand," said Mr. La Fetra.

THE only correct way to test an ad is to print it in a good medium.

POOR punctuation mars many an expensive sign. The sign-painter loves commas, and his chief offenses are committed by placing them where they do not belong. Such monstrosities as "Smith, Jones, & Co.," are by no means rare, and the apostrophe is often misplaced, as in "Painter's Supplies." Sometimes it is used wholly without warrant, as in "Robinson Bros." Commas should figure in signs only where absolutely needed, as in "Brown, Brown & Brown." To tack them onto the end of a line is wrong. Periods can also be dispensed with, even after initial letters, as strict rules of punctuation do not apply to the few words of a signboard meant to read at a distance. Only one sign in a dozen needs punctuation of any sort, and yet it is not too much to say that one sign in fifty the country over is made ridiculous through superfluous punctuation marks.

A. W. LEE, President,
Ottumwa, Iowa.

E. P. ADLER, Secretary,
Davenport, Iowa

Davenport Times.
Population, 40,000.

Ottumwa Courier.
Population, 20,000.

Muscatine Journal.
Population, 15,000.

The Lee Syndicate
of
Iowa Evening Newspapers

OFFICE OF
E. P. ADLER, Adv. Mgr.

Davenport, Iowa.

August 15, 1903.

Editor Printers' Ink,
10 Spruce St.,
New York City.

Dear Sir:

I am happy to report almost immediate results from your Roll of Honor. The first issue containing advertisement of Davenport Times had just reached my desk on Thursday, and on Friday a gentleman came into the office to make an advertising contract for a large Eastern drug firm. One of the first things he wanted to know was whether the Times was in Printers' Ink Roll of Honor, and I was happy to say "yes." I got the contract, not only for the Times, but also for the Muscatine Journal.

Yours truly,

E. P. Adler
advmgr

NOTICE.—The advertising of all the Lee Syndicate Newspapers is conducted from Davenport, and all requests for rates, etc., should be made to E. P. Adler, Advertising Manager. Sample copies and sworn detailed circulation statements furnished cheerfully on request.

YANKEE COPY FOR BRITISH ADVERTISERS.

J. S. B. Americans have had a good deal to say to the English advertiser about the imperfection of his methods and the desuetude of his ideas generally. Some of this criticism has been helpful, but more has been ill-advised. The Briton has taken it all with fine good nature, and some he has put into practice. He is learning to do better advertising and more of it, adapting American advertising notions to his own ends when they are practicable. The latest advance in advertising methods on the part of English advertisers is the use of copy written by American adwriters. Calkins & Holden of 1135 Broadway, New York, have lately completed arrangements with London advertisers whereby the firm will furnish copy and selling plans for several general commodities now prominently exploited in British markets. Mr. Holden returned the other day from a two months' stay in England, where he went at the invitation of these advertisers to study English possibilities and the English public at short range.

"So far as I know we are the first firm of American advertising specialists to make copy for British advertisers—that is, copy for use in Great Britain," said Mr. Holden. "American advertising agencies and papers have London representatives, but their efforts are devoted to inducing the British manufacturer to market his goods over here. Our experience in this field began a year ago, when we prepared a series of ads for one of the largest tea houses in the United Kingdom. During the King's coronation this house sent out large numbers of free samples, toasting the British public in the British national drink. We prepared a series of ads that appeared throughout the northern part of England, with daily changes. The last feature was a decided novelty over there. The commission for this advertising came to us because we had written an American letter for the *Advertising World*, London. After

the ads appeared we got other work, and finally this invitation to consult with certain English manufacturers and study conditions at first hand was extended."

"Do you think that this marks the beginning of an extensive demand for American copy?"

"It probably does—there is a widespread interest in American advertising methods in England."

"What created this interest?"

"Well—PRINTERS' INK has been responsible for it in a large measure. Every advertiser and business man in England seems to know the Little Schoolmaster, and to follow it closely. The practice of one of our customers over there will show how attentively PRINTERS' INK is studied. Every week he reads the paper, marking passages or ideas that he wishes to refer to at some other time. Frequently he writes a sentence or two of comment in the margin. At the end of each quarter, when a volume of PRINTERS' INK is completed, his secretary compiles an index of all these marked passages, copies it out on the typewriter and has it bound with the thirteen numbers of the paper. This man has many volumes of PRINTERS' INK thus annotated. He makes a practice of marking almost everything that is concrete, as a method or medium of advertising in actual use. *Profitable Advertising* is also known and read in England, but these two journals were the only ones I heard mentioned generally.

"To return to the subject of American copy. It seems extremely probable that American writers and specialists will find England a good field for missionary work. Our commission goes farther than copy, for we perfect selling and follow-up plans, and attend to other details. But the copy part is most interesting as a study. None of our clients are seeking an American market, it must be remembered, and the advertising is written entirely for British readers. English copy may be divided into two classes. One consists of a great deal of pictures with a very little argument. The other consists entirely of argument, and

—such is the thoroughness of John Bull—is usually heavy. English advertising illustrations are usually heavy, even when of a humorous nature. There has been a tendency for many years to use pictures that were quite inappropos of the commodity. Many large advertisers have bought paintings at the academical exhibitions. The argument is heavy because the British advertiser takes his publicity very, very seriously, making everything plain and dignified. As a result, their copy lacks American snap and lightness. We mean to strike a happy medium. The British public is not so dull as advertisers generally believe, yet care must be had not to make this publicity too American. It must be more dignified than we would need here. Americanisms must be carefully eliminated. English newspapers differ from our own in that they are newspapers pure and simple. They do not attempt to be home magazines or physical culture schools. The Briton takes his newspaper seriously. He never buys a copy to read the headlines on a tram car, but carries it home. The papers are solid. Advertising must be in accord with these facts, as well as bright and new. More modern illustrations can be used. We have had considerable success with silhouettes of the sort used in 'H-O' ads last winter. The penny papers throughout England now accept advertising that is illustrated, but a certain number of the most desirable mediums will make no innovations or concessions to advertisers. Extremely clever copy will attract attention over there, but I am not certain that it sells goods. 'Sunny Jim' is making a stir just now, and many people who knew that I was an advertising man, remarked that he was amusing. On inquiry, however, I found that a large proportion of these same people had vague ideas of the composition of 'Force.' The Fels-Naptha people are using copy that would be ideal for American papers, but it is generally considered that it leaves too much to the average Briton's imagination. Macbeth advertising is greatly admired and enjoyed by

British merchants, but they say that it would be folly to print it there, as it would be misunderstood. So, you see, American copy, as we know it here, will not do for England. The two methods must be combined.

"Besides newspaper copy we will also prepare posters, hangers, literature and all the odds and ends of a general campaign. English advertising literature is usually pretty clumsy stuff, according to our views—particularly that sent out by manufacturers. The manufacturer grows solemn when he talks about his goods, and would not use an illustration for fear of sacrificing dignity. Printing is usually cheap and poor. Some few firms have adopted American ideas in literature, issuing modern folders and booklets, and have had conspicuous success. This shows that the public is in advance of the manufacturer. Window displays of a lively kind have also proved successful recently. I remember the window of a retailer in Manchester where an automatic machine for weighing goods was on exhibition. It had drawn crowds daily for several months. Magazine advertising is in its infancy. The queer custom of interleaving the magazines with all sorts of circulars stands in the way of the development of a profitable advertising section. Advertisers furnish their own matter and pay so much per thousand for slipping it into the pages. Sometimes these inserts are stitched into the book. They are of all shapes, colors and sizes. When the magazine is opened they fall to the floor, and even the conscientious Englishman will not read them. Were this custom abolished and legitimate advertising pushed, the magazines would become good mediums.

"Our English clients are all large general advertisers, but as there is a wish to have it thought that the copy originates in England, we cannot quote names. The opportunities for other American advertising men to acquire business over there seem to be very good, to my way of thinking. British business men have liberal views to-

ward Americans, with sincere respect for their ideas. The American advertising man in London can readily get a hearing by conforming with local customs. It is impossible, for one thing, to set out in the morning and make a round of calls on firms selected from a directory. Business calls go by appointment, made previously by mail. Ten o'clock means ten o'clock precisely. If a previous caller has not finished his interview when your time arrives he must step out and give you place. Those who call without appointment are not received. It is a very good system when you grow accustomed to it, and facilitates business immensely. Another point to be remembered is that in sending mail from this side to English business men the postage must be fully prepaid. When an insufficiently paid letter or circular arrives the addressee must pay a fine amounting to double the deficient postage, and he is also subjected to other annoyances. Many American firms have sinned in this wise lately and nothing incurs so much ill-will as an insufficiently paid letter or, worse, a circular. A vigorous protest always follows. A favorite form of annoyance by discharged employees is the mailing of anonymous and scurrilous letters to business houses with short postage affixed. With attention to such details as these, American advertising men will find it worth while to keep before British advertisers by means of letters and literature. There is a good deal of interest there, as I have said. We have received many profitable inquiries through mention of our work in the 'Notes' department of **PRINTERS' INK**, and find that the English advertiser watches American affairs very keenly."

DURING the recent meeting of the American Library Association, which was held at Niagara Falls, the Bureau of Conventions, an organization that takes care of the advertising interests of that city, issued a fine handbook and souvenir, containing a brief description of the Falls. The embossed cover was particularly effective.

NOTES.

MR. A. W. PALMER, a well-known ad writer, has recently secured through Hapgoods of 309 Broadway, New York, a position in the advertising department of the Whitman Co. of New York city.

THE chief facts about the Standard Emery Wheel Dresser, made by the Standard Tool Co., Cleveland, Ohio, are plainly set forth in a condensed mailing card. The picture tells the story.

A FINE booklet from the *Tribune*, Oakland, Cal., gives many opinions of leading merchants as to the paper's advertising value, as well as portraits of the members of its editorial and business staffs.

"JUST About the Kinseyburt Filing Machine" is an informing booklet describing this mechanism from the Kinseyburt Co., 136 Liberty street, New York. The argument is wisely confined to practical, technical demonstrations of saving in cost over handwork.

WHAT is the "Roll of Honor"? A list of papers, honest ones; those whose publishers are willing that their circulation be known. Such a list has been sought for by the general advertisers for years, but heretofore unfound. I compliment **PRINTERS' INK** for furnishing such a list to the advertisers.—L. W. Marshall, ad writer, 478 Jefferson Avenue, Brooklyn, N. Y.

IN Chicago the name of Tom Murray is a familiar one. Its mention immediately suggests the fact that he makes shirts and has original ways of advertising. He keeps so persistently in the foreground that it is impossible to forget him for any length of time. At the Derby messenger boys went among the 70,000 spectators shouting for "Tom Murray—he makes shirts, associating his name very effectually with the excitement attending the fortunes and misfortunes of the day.—*Mail Order Journal*, Aug., 1903.

AN ITEM FROM THE AGRICULTURAL DISTRICT.



"A PRETTY GOOD CHOP."

BROTHERHOODS, FRATERNITIES, ASSOCIATIONS AND MISCELLANEOUS SOCIETIES.

Military; Army; Navy; Grand Army of the Republic; Woman's Relief Corps; Labor; Railway Employees; Co-operation; American Legion of Honor; American Mechanics; Ancient Order of United Workmen; College Fraternities; Benevolent and Protective Order of Elks; Foresters; Free Masons; Improved Order of Red Men; Knights and Ladies of the Maccabee; Knights of Honor; Knights of Pythias; Odd Fellows; Patrons of Husbandry; Patrons of Industry; Order of the Royal Arcanum; Woodmen; Miscellaneous Societies; Anarchism; Communism; Socialism; Single Tax.

The American Newspaper Directory, among its class papers, catalogues the varieties mentioned in the heading of this page as follows:

MILITARY—ARMY AND NAVY.

CALIFORNIA	San Francisco, Service News	Weekly	"ENL."
CONNECTICUT	New Haven, Official Bulletin	Monthly	"ENL."
DIST. OF COLUMBIA	Washington, Army and Navy Register	Weekly	H
	Washington, Army and Navy Magazine	Monthly	"ENL."
ILLINOIS	Chicago, National Guardsman	Monthly	I
	Chicago, National Volunteer	Monthly	"ENL."
KANSAS	Fort Leavenworth, Journal of the United States Cavalry Association	Quarterly	"ENL."
	Fort Riley, Guidon	Weekly	"ENL."
MAINE	Rockland, Maine Bugle	Quarterly	I
MARYLAND	Annapolis, Proceedings of the U. S. Naval Institute	Quarterly	I
MISSOURI	St. Louis, Picket Guard	Monthly	"ENL."
NEW YORK	New York—Manhattan and Bronx, Army and Navy Journal	Weekly	F
	Seventh Regiment Gazette	Monthly	"ENL."
	Smoking Lamp	Monthly	"ENL."
	United Service Review	Monthly	"ENL."
	New York—Brooklyn, Naval Service Gazette	Weekly	"ENL."
OHIO	Cleveland, Deutsch Amerikanische Krieger Zeitung	Bi-weekly	H
PENNSYLVANIA	Carlisle, Journal of the Association of Military Surgeons of the United States	Monthly	2,000
TENNESSEE	Nashville, Confederate Veteran	Monthly	D
TEXAS	Hillsboro, Texas Volunteer Guard	Monthly	"ENL."
VIRGINIA	Fortress Monroe, Journal of the U. S. Artillery	Bi-monthly	I
ONTARIO, CAN	Toronto, Canadian Military Gazette	Semi-m'ly	H

GRAND ARMY OF THE REPUBLIC.

COLORADO	Denver, National Standard	Weekly	"ENL."
DIST. OF COLUMBIA	Washington, National Tribune	Weekly	104,599
ILLINOIS	Chicago, National	Weekly	"ENL."
IOWA	Des Moines, Grand Army Advocate and Woman's Relief Corps Magazine	Semi-m'ly	G
KANSAS	Topeka, Western Veteran	Weekly	I
MASSACHUSETTS	Boston, Grand Army Record	Monthly	H
MICHIGAN	Grand Rapids, Michigan Vidette	Weekly	"ENL."
NEW YORK	Gouverneur, Grand Army Journal	Bi-weekly	I
OHIO	Chillicothe, Ohio Soldier	Bi-weekly	"ENL."
PENNSYLVANIA	Lancaster, Grand Army News	Monthly	"ENL."

WOMAN'S RELIEF CORPS.

COLORADO	Denver, National Standard	Weekly	"ENL."
IOWA	Des Moines, Grand Army Advocate and Woman's Relief Corps Magazine	Semi-m'ly	G
OHIO	Urbana, National Picket and Relief Corps Record	Monthly	"ENL."

LABOR.

ALABAMA.....	Birmingham, Labor Advocate.....	Weekly	I
	Birmingham, Common Sense.....	Semi-m'ly.	
	Brewton, Laborers' Banner.....	Weekly	"INK."
CALIFORNIA.....	Mobile, Unionist.....	Weekly	"INK."
	Fresno, Labor Tribune.....	Weekly	
	Los Angeles, Union Labor News.....	Weekly	E
	Los Angeles, Western Mechanic.....	Weekly	"INK."
	Oakland, Printer.....	Monthly	"INK."
	Sacramento, Tribune.....	Weekly	"INK."
	San Francisco, Labor Clarion.....	Weekly	G
	San Francisco, Organized Labor.....	Weekly	12,018
	San Francisco, Tageblatt.....	Weekly	H
	San Jose, Union Index.....	Weekly	
COLORADO.....	Tuolumne, Miner and Lumberman.....	Weekly	
	Colorado Springs, Colorado Labor News.....	Weekly	I
	Colorado Springs, Labor News.....	Weekly	"INK."
	Cripplecreek, Press.....	Daily	"INK."
	Denver, Retail Clerks' National Advocate.....	Monthly	I
	Pueblo, Courier.....	Weekly	3,337
CONNECTICUT.....	Pueblo, Glas Svobode.....	Weekly	
	South Norwalk, Official Journal.....	Monthly	"INK."
DIST. OF COLUMBIA.....	Washington, Department News.....	Weekly	G
	Washington, Trades Unionist.....	Weekly	"INK."
	Washington, American Federationist.....	Monthly	C
	Washington, Granite Cutters' Journal.....	Monthly	10,421
	Washington, Journal of the Knights of Labor.....	Monthly	F
	Washington, Stonecutters' Journal.....	Monthly	"INK."
	Washington, Tile Layers' and Helpers' Journal.....	Monthly	"INK."
FLORIDA.....	Jacksonville, Florida, Labor Journal.....	Monthly	"INK."
	Tampa, Union Label.....	Weekly	"INK."
GEORGIA.....	Atlanta, Journal of Labor.....	Weekly	"INK."
	Augusta, Voice of Labor.....	Weekly	I
	Macon, Press.....	Weekly	"INK."
	Savannah, Labor Herald.....	Sundays	I
ILLINOIS.....	Bloomington, Tailor.....	Monthly	
	Chicago, Labor World.....	Daily	I
	Chicago, Hiasatel.....	Semi-w'ly	"INK."
	Chicago, Allied Printing Trades Journal.....	Monthly	
	Chicago, Cigar Makers' Official Journal.....	Monthly	31,963
	Chicago, International Woodworker.....	Monthly	18,291
	Chicago, Piano & Organ Workers' Official Journal.....	Monthly	"INK."
	Chicago, Roadmaster and Foreman.....	Monthly	G
	Danville, Union Guide.....	Weekly	"INK."
	Danville, Hoisting Engineer.....	Monthly	1,161
	Decatur, Labor World.....	Weekly	"INK."
	Galesburg, Labor News.....	Weekly	I
	Galesburg, Broom Maker.....	Monthly	"INK."
	Harvey, Union Labor Advocate.....	Monthly	"INK."
	Murphysboro, Unionist.....	Weekly	
	Peoria, Gazette.....	Weekly	"INK."
INDIANA.....	Quincy, Labor News.....	Weekly	2,819
	Rock Island, Tri-City Unionist.....	Monthly	I
	Sparta, Brotherhood of American Workmen.....	Monthly	"INK."
	Springfield, Illinois Tradesman.....	Weekly	3,000
	Streator, Union Trades and Labor Gazette.....	Weekly	"INK."
	Indianapolis, United Mine Workers' Journal.....	Weekly	F
	Indianapolis, Locomotive Firemen's Magazine.....	Monthly	45,575
	South Bend, Labor Journal.....	Semi-m'ly	I
	Terre Haute, Toller.....	Weekly	I
	Des Moines, Iowa Unionist.....	Weekly	H
IOWA.....	Dubuque, Iowa Socialist.....	Weekly	
	Kansas City, Labor Record.....	Weekly	"INK."
	Leavenworth, Labor Review.....	Weekly	
	Lyons, Weavers' Herald.....	Monthly	H
	Olathe, Progressive Thought and Dawn of Equity.....	Monthly	I
KENTUCKY.....	Louisville, New Era.....	Weekly	"INK."
	Newport, Labor Advocate.....	Monthly	9,911
LOUISIANA.....	New Orleans, Southern Economist.....	Weekly	"INK."
MARYLAND.....	Baltimore, Labor Leader.....	Weekly	

PRINTERS' INK.

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LABOR—Continued.

MASSACHUSETTS.....	Boston, New England Printing Trades Journal.....	Monthly	"INK."
	Boston, Shoe Workers' Journal.....	Monthly	22,167
	Boston, Union Label.....	Monthly	"INK."
	Holyoke, Die Biens.....	Weekly	"INK."
MICHIGAN.....	Bay City, Industrial Herald.....	Weekly	"INK."
	Detroit, Der Herold.....	Weekly	"INK."
	Detroit, Our Commonwealth.....	Weekly	I
	Detroit, Motorman and Conductor.....	Monthly	5,500
	Detroit, Stove Mounters' Journal.....	Monthly	1,941
	Escanaba, Labor Tribune.....	Weekly	
	Grand Rapids, Chronicle.....	Weekly	H
MINNESOTA.....	Owosso, Federal News.....	Weekly	"INK."
	Duluth, Labor World.....	Weekly	3,878
	Minneapolis, Rights of Man.....	Weekly	"INK."
	Minneapolis, Union.....	Weekly	"INK."
MISSOURI.....	Saint Paul, Minnesota Union Advocate.....	Weekly	G
	Kansas City, Labor Record.....	Monthly	"INK."
	Kansas City, Leather Workers' Journal.....	Monthly	"INK."
	Kansas City, Railway Carmen's Journal.....	Monthly	8,560
	Saint Joseph, Union.....	Weekly	H
	Saint Louis, Labor Compendium.....	Sundays	7,743
	Saint Louis, Saturday Union Record.....	Weekly	"INK."
MONTANA.....	Springfield, Allied Tradesman.....	Weekly	
	Butte, American Labor Union Journal.....	Weekly	
NEBRASKA.....	Butte, Labor World.....	Weekly	
	Omaha, Western Laborer.....	Weekly	I
	Omaha, Workers' Tri-City Gazette.....	Weekly	2,000
	South Omaha, Independent.....	Weekly	"INK."
NEW JERSEY.....	Newark, Railroad Employee.....	Monthly	9,950
	Paterson, National Labor Standard.....	Weekly	I
	Salem, Wage-Earner.....	Weekly	"INK."
	Smithville, Mechanic.....	Monthly	D
	Trenton, American Potters' Journal.....	Weekly	"INK."
	Trenton, Trades Union Advocate.....	Weekly	"INK."
NEW YORK.....	Buffalo, Arbeiter Zeitung.....	Weekly	I
	Gloversville, Labor News.....	Weekly	
	Jamestown, Union Advocate.....	Weekly	I
	New York—Manhattan and Bronx, Forward.....	Daily	31,709
	Volks Zeitung.....	Daily	D
	Volks Zeitung.....	Sundays	C
	Vorwaerts.....	Weekly	C
	American Workman.....	Weekly	I
	Irish World.....	Weekly	E
	Mediator.....	Weekly	"INK."
OHIO.....	Union News Letter.....	Semi-m'ly	I
	Bricklayer and Mason.....	Monthly	C
	Utica, Advocate.....	Weekly	"INK."
	Akron, People.....	Weekly	"INK."
	Canton, Craftsmen.....	Weekly	"INK."
	Cincinnati, Chronicle.....	Weekly	"INK."
	Cincinnati, Ironmoulders' Journal.....	Monthly	29,537
	Cincinnati, Mixer and Server.....	Monthly	18,083
	Cleveland, Artisan.....	Weekly	"INK."
	Cleveland, Bakers' Journal.....	Weekly	12,10
	Cleveland, Citizen.....	Weekly	"INK."
	Cleveland, Volksfreund.....	Weekly	"INK."
	Cleveland, Barbers' Journal.....	Monthly	16,387
	Cleveland, International Journal.....	Monthly	I
	Cleveland, Journal.....	Monthly	"INK."
	Columbus, Trades Record.....	Weekly	"INK."
	Cygnat, Oil Workers' Journal.....	Monthly	"INK."
	Dayton, Montgomery Co. Reporter.....	Weekly	I
	Dayton, Union Picket.....	Weekly	
	East Liverpool, Operative Potter.....	Weekly	2,048
	Hamilton, Butler Co. Press.....	Weekly	"INK."
	Marion, Union Leader.....	Semi-w'ly.	
	Salem, American Worker.....	Weekly	
	Shawnee, People's Advocate.....	Weekly	"INK."

PRINTERS' INK.

LABOR—Continued.

OKLAHOMA.....	Guthrie, Labor Advocate.....	Weekly.	
	Oklahoma, Labor Sentinel.....	Weekly	"INK."
OREGON.....	Portland, Labor Press.....	Weekly	1,417
PENNSYLVANIA.....	Erie, People.....	Weekly	1,848
	Lancaster, Labor Leader.....	Weekly	I
	Mahanoy City, Record.....	Daily	I
	Philadelphia, Tageblatt.....	Daily	C
	Philadelphia, Sonntagsblatt.....	Sundays	C
	Philadelphia, Carpenter.....	Monthly	G
	Pittsburg, Amalgamated Journal.....	Weekly	"INK."
	Pittsburg, Labor World.....	Weekly	16,025
	Pittsburg, National Labor Tribune.....	Weekly	H
	Pittsburg, Trades Journal.....	Weekly	H
	Reading, Labor Advocate.....	Weekly	H
	Scranton, Labor Herald.....	Weekly	I
RHODE ISLAND.....	Wilkesbarre, Courier-Herald.....	Weekly	"INK."
	Williamsport, Labor Review.....	Weekly	"INK."
	Woonsocket, Textile Gazette.....	Weekly	"INK."
TENNESSEE.....	Nashville, Labor Advocate.....	Weekly	"INK."
TEXAS.....	Beaumont, Labor News.....	Weekly	"INK."
	Fort Worth, Union Banner.....	Weekly	I
	Houston, Labor Journal.....	Weekly	"INK."
VIRGINIA.....	Norfolk, Unionist.....	Weekly	"INK."
WASHINGTON.....	Seattle, Union Record.....	Weekly	H
	Spokane, Freeman's Labor Journal.....	Weekly	5,302
WISCONSIN.....	Beloit, Labor Journal.....	Weekly.	
	Janesville, Independent.....	Weekly	"INK."
	Milwaukee, Social Democratic Herald.....	Weekly	15,307
	Oshkosh, Labor Advocate.....	Weekly	"INK."
	Sheboygan, Volksblatt.....	Weekly	"INK."
BRIT. COLUMB., CAN.....	Vancouver, Independent.....	Weekly	"INK."
MANITOBA, CAN.....	Winnipeg, Voice.....	Weekly	3,278
ONTARIO, CAN.....	Hamilton, Industrial Banner.....	Monthly	"INK."
	Toronto, Toller.....	Weekly	"INK."

RAILWAY EMPLOYEES.

CALIFORNIA.....	San Francisco, Railway Employees' Journal.....	Weekly	E
	San Francisco, Railway Employee.....	Monthly	"INK."
ILLINOIS.....	Chicago, Railway Master Mechanic.....	Monthly	H
	Chicago, Roadmaster and Foreman.....	Monthly	G
INDIANA.....	Indianapolis, Locomotive Firemen's Magazine.....	Monthly	45,575
IOWA.....	Cedar Rapids, Railway Conductor.....	Monthly	29,080
MISSOURI.....	Kansas City, Railway Carmen's Journal.....	Monthly	8,560
	St. Louis, Advance Advocate.....	Monthly	24,288
	St. Louis, Railroad Telegrapher.....	Monthly	21,250
NEW JERSEY.....	Newark, Railroad Employee.....	Monthly	9,930
NEW YORK.....	Buffalo, Journal of the Switchmen's Union.....	Monthly	12,083
OHIO.....	Cleveland, Street Railway News.....	Weekly	2,797
	Cleveland, Brotherhood of Locomotive Engineers' Journal.....	Monthly	C
	Cleveland, Railroad Trainmen's Journal.....	Monthly	56,166
PENNSYLVANIA.....	Cleveland, Railway Era.....	Monthly	H
	Philadelphia, Railway Recorder.....	Monthly	"INK."

CO-OPERATION.

CALIFORNIA.....	Oakland, Co-operative Journal.....	Monthly	7,666
COLORADO.....	Pinon, Altrurian.....	Monthly	"INK."
MINNESOTA.....	Minneapolis, Niksur Magazine.....	Monthly	"INK."
OHIO.....	Lima, Co-Operator.....	Monthly	"INK."
WASHINGTON.....	Burley, Co-Operator.....	Weekly	"INK."
	Equality, Industrial Freedom.....	Weekly	I
WISCONSIN.....	Madison, Co-Operator.....	Monthly	"INK."

AMERICAN LEGION OF HONOR.

IOWA.....	Oelwein, Herald.....	Monthly	"INK."
MASSACHUSETTS.....	Boston, American Legion of Honor Journal.....	Monthly	G

AMERICAN MECHANICS.

MISSOURI.....	St. Louis, Western Junior.....	Weekly	5,397
NEW JERSEY.....	Burlington, New Jersey Junior Am. Mechanic.....	Monthly	38 000

AMERICAN MECHANICS—Continued.

NEW YORK.....	New York—Brooklyn, Empire State Junior.....	Semi-m'ly	"EKL."
OHIO.....	Cincinnati, Good of the Order.....	Weekly	"EKL."
PENNSYLVANIA.....	Philadelphia, Am. Mechanics' Advocate.....	Monthly	H
	Pittsburg, American.....	Weekly	H
VIRGINIA.....	Petersburg, Virginia Courier.....	Semi-m'ly	"EKL."
WASHINGTON.....	Tacoma, American Standard.....	Monthly	"EKL."
WEST VIRGINIA.....	New Martinsville, Mountain State Gavel.....	Monthly	"EKL."

ANCIENT ORDER OF UNITED WORKMEN.

ARIZONA.....	Phoenix, Arizona-New Mexico Workman.....	Monthly	2,660
ARKANSAS.....	Bentonville, A. O. U. W. Guide.....	Monthly	H
COLORADO.....	Denver, A. O. U. W. Record.....	Monthly	F
DELAWARE.....	Dover, Delaware Workman.....	Monthly	H
ILLINOIS.....	Pekin, Anchor and Shield.....	Monthly	30,196
INDIANA.....	Evansville, Hoosier Watchman.....	Monthly	G
INDIAN TERRITORY.....	Oklmulgee, Oklahoma Workman.....	Monthly.	
IOWA.....	Muscatine, Loyal Workman.....	Monthly	E
	Waterloo, Iowa Workman.....	Monthly	G
KANSAS.....	Minneapolis, Kansas Workman.....	Monthly	46,019
KENTUCKY.....	Henderson, Kentucky Workman.....	Monthly	7,583
	Louisville, Workman.....	Weekly	"EKL."
LOUISIANA.....	New Orleans, Louisiana A. O. U. W. Monthly.....		"EKL."
MAINE.....	Auburn, Maine Workman.....	Monthly.	
MASSACHUSETTS.....	Boston, New England Anchor and Shield.....	Monthly	I
MICHIGAN.....	Belding, Degree of Honor Review.....	Monthly	7,930
	Belding, Michigan A. O. U. W. Herald.....	Monthly	H
	Lansing, A. O. U. W. Wolverine Workman.....	Monthly	23,570
MINNESOTA.....	St. Paul, A. O. U. W. Guide.....	Weekly	C
MISSOURI.....	Clayton, Overseer.....	Monthly	G
NEBRASKA.....	Norfolk, Nebraska Workman.....	Monthly	F
NEW HAMPSHIRE.....	Manchester, Financiers' Monthly Reminder.....		
NEW YORK.....	New York—Manhattan and Bronx, Zukunft.....	Monthly	"EKL."
NORTH DAKOTA.....	Fargo, North Dakota Workman.....	Monthly.	
OHIO.....	Cincinnati, Ohio Workman.....	Monthly	8,149
OREGON.....	Salem, A. O. U. W. Reporter.....	Monthly	I
PENNSYLVANIA.....	Johnstown, Pennsylvania Workman.....	Monthly	E
SOUTH DAKOTA.....	Aberdeen, South Dakota Workman.....	Monthly	"EKL."
TENNESSEE.....	Nashville, A. O. U. W. Messenger.....	Monthly	2,500
TEXAS.....	Lagrange, Lone Star Workman.....	Monthly.	
UTAH.....	Salt Lake City, Rocky Mountain Workman.....	Monthly	I
WASHINGTON.....	Seattle, A. O. U. W. Emblem.....	Monthly	"EKL."
WEST VIRGINIA.....	Benwood, West Virginia Workman.....	Monthly	4,983
WISCONSIN.....	Neillsville, Badger Workman.....	Monthly	"EKL."
MANITOBA, CAN.....	Winnipeg, A. O. U. W. Western Watchman.....	Monthly	5,008
ONTARIO, CAN.....	Orillia, Canadian Workman.....	Monthly	48,477

COLLEGE FRATERNITIES.

CONNECTICUT.....	Stratford, Garnet and White.....	Quarterly	"EKL."
ILLINOIS.....	Chicago, Alpha Tau Omega Palm.....	Quarterly	"EKL."
INDIANA.....	Indianapolis, Scroll of Phi Delta Theta.....	Bi-m'ly	2,307
	Marion, Shield of Phi Kappa Psi.....	Monthly	I
MASSACHUSETTS.....	Williamstown, Shield.....	Quarterly	"EKL."
MICHIGAN.....	Albion, Sigma Chi Quarterly.....		1,525
NEW JERSEY.....	Princeton, Alumni Weekly.....		1,811
NEW YORK.....	Ithaca, Kappa Alpha Theta.....	Quarterly	"EKL."
	Ithaca, Shield Theta Delta Chi.....	Quarterly	"EKL."
	New York—Brooklyn, Delta Upsilon Quarterly.....		"EKL."
	Syracuse, Gamma Sigma Crescent.....	Quarterly.	
OHIO.....	Columbus, Key of Kappa Kappa Gamma.....	Quarterly	"EKL."
PENNSYLVANIA.....	Philadelphia, Caduceus of Kappa Sigma.....	Bi-m'ly	"EKL."
SOUTH CAROLINA.....	Charleston, Shield and Diamond.....	Bi-m'ly	"EKL."
TENNESSEE.....	Chattanooga, Kappa Alpha Journal.....	Bi-m'ly	"EKL."

ELKS (BENEVOLENT AND PROTECTIVE ORDER OF).

CALIFORNIA.....	Sacramento, Western Elk.....	Monthly	"EKL."
	San Jose, California Elk.....	Weekly	"EKL."

ELKS (BENEVOLENT AND PROTECTIVE ORDER OF)—Continued.

COLORADO.....	Colorado Springs, Rocky Mountain Elk	Monthly.	
DIST. OF COLUMBIA.....	Washington, National Elk's Horn.....	Monthly	H
LOUISIANA.....	New Orleans, Southern Buck.....	Monthly	2,366
MINNESOTA.....	St. Paul, Jolly Elk.....	Monthly	3,891
SOUTH DAKOTA.....	Sioux Falls, Dakota Elk.....	Monthly	"ELK."

FORESTERS.

JALIFORNIA.....	San Francisco, Am. Forester Review (Independent).....	Monthly	2,500
	San Francisco, Foresters' Advocate (Ancient).....	Monthly	1,432
CONNECTICUT.....	Derby, Forester (of America).....	Monthly	"ELK."
ILLINOIS.....	Blue Island, Woman's Catholic Forester.....	Monthly	"ELK."
	Chicago, Forester Gazette (Independent).....	Monthly	I
IOWA.....	Albia, Companion of Forestry (Independent).....	Weekly	I
NEW JERSEY.....	Park Ridge, Foresters' Magazine (Ancient).....	Monthly	5,000
WASHINGTON.....	Seattle, American Forester (of America).....	Monthly	I
WISCONSIN.....	Milwaukee, Catholic Forester.....	Monthly	I
ONTARIO, CAN.....	Guelph, Canadian Forester (Canadian).....	Monthly.	
	Toronto, Forester (Independent).....	Monthly	196,500

FREEMASONS.

ARKANSAS.....	Little Rock, Eastern Star.....	Monthly	1,143
	Little Rock, Masonic Trowel.....	Monthly	2,000
CALIFORNIA.....	Los Angeles, Freemason.....	Monthly	"ELK."
COLORADO.....	Denver, Square and Compass.....	Monthly	1,550
CONNECTICUT.....	New Haven, Loomis' Musical and Masonic Journal.....	Monthly	"ELK."
GEORGIA.....	Rome, Masonic Herald.....	Monthly	2,158
ILLINOIS.....	Bloomington, Illinois Freemason.....	Monthly	I
	Chicago, Forty-seventh Problem.....	Monthly	"ELK."
	Chicago, Masonic Voice-Review.....	Monthly	26,041
	Peoria, Masonic News.....	Monthly	2,083
INDIANA.....	Indianapolis, Masonic Advocate.....	Monthly	"ELK."
IOWA.....	Cedar Rapids, Freemason and the Fox.....	Monthly	"ELK."
	Cedar Rapids, Quarterly Bulletin.....		"ELK."
KENTUCKY.....	Covington, Five Points of Fellowship.....	Monthly	"ELK."
	Louisville, Masonic Home Journal.....	Semi-m'y	19,662
LOUISIANA.....	New Orleans, Square and Compass.....	Monthly	"ELK."
MAINE.....	Portland, Masonic Journal.....	Monthly	3,041
	Portland, Masonic Token.....	Quarterly	1,683
MASSACHUSETTS.....	Marlboro, Mizpah.....	Monthly	"ELK."
MICHIGAN.....	Ann Arbor, American Tyler.....	Semi-m'y	G
MISSOURI.....	St. Louis, Missouri Freemason.....	Weekly	I
	St. Louis, Masonic Constellation.....	Monthly	"ELK."
NEBRASKA.....	Lincoln, Acacia.....	Monthly	"ELK."
NEW JERSEY.....	Somerville, Royal Craftsman.....	Monthly	"ELK."
NEW YORK.....	New York—Manhattan and Bronx,		
	Der Fuchrer.....	Weekly	I
	Masonic Standard.....	Weekly	3,189
OHIO.....	Columbus, Masonic Chronicle.....	Monthly	F
PENNSYLVANIA.....	Philadelphia, Keystone.....	Weekly	I
TENNESSEE.....	Lebanon, Masonic Herald.....	Monthly	"ELK."
TEXAS.....	Fort Worth, American Signet.....	Monthly	"ELK."
	San Antonio, Texas Freemason.....	Monthly	3,735
WASHINGTON.....	Seattle, Pacific Mason.....	Monthly	"ELK."
	Tacoma, Masonic Review.....	Monthly	"ELK."
WEST VIRGINIA.....	Elkins, Mystic Tie.....	Monthly	"ELK."
WISCONSIN.....	Milwaukee, Masonic Tidings.....	Monthly	3,075
ONTARIO, CAN.....	Toronto, Masonic Sun.....	Semi-m'y	
	Toronto, Canadian Craftsman.....	Monthly	"ELK."
	Toronto, Freemason.....	Monthly	I

IMPROVED ORDER OF RED MEN.

CALIFORNIA.....	San Francisco, Insignia.....	Monthly	"ELK."
DIST. OF COLUMBIA.....	Washington, National Elks Horn.....	Monthly	H
ILLINOIS.....	Bloomington, Illinois Red Man.....	Monthly.	
INDIANA.....	Ellwood, Little Indian.....	Weekly	"ELK."
KANSAS.....	Wichita, Western Scout.....	Monthly	"ELK."
KENTUCKY.....	Louisville, American Red Men.....	Weekly	"ELK."
MARYLAND.....	Baltimore, Pathfinder.....	Monthly	"ELK."
MASSACHUSETTS.....	Danvers, Red Men's Official Journal.....	Monthly	2,750

IMPROVED ORDER OF RED MEN—Continued.

OHIO.....	Cleveland, Buckeye Trail.....	Monthly	G
OREGON.....	Astoria, Oregon Chieftain.....	Monthly	"REL."
	Portland, Northwest Calumet.....	Monthly	"REL."
WASHINGTON.....	Tacoma, Sagamore.....	Monthly	"REL."

KNIGHTS AND LADIES OF THE MACCABEE.

MICHIGAN.....	Battlecreek, Lady Maccabee.....	Monthly	68,790
	Port Huron, Bee Hive.....	Monthly	291,433
	Port Huron, Ladies' Review.....	Monthly	112,532
	Port Huron, Michigan Maccabee.....	Monthly	A
NEW YORK.....	Troy, New York Maccabee.....	Monthly.	

KNIGHTS OF HONOR.

INDIANA.....	Indianapolis, Chronicle.....	Monthly	E
MASSACHUSETTS.....	Boston, Knights of Honor Reporter.....	Monthly	F
MISSISSIPPI.....	Winona, Advocate.....	Semi-m'ly	"REL."
NEW YORK.....	New York—Manhattan and Bronx, Harlem Record and Knights of Honor Gazette.....	Weekly	"REL."
OHIO.....	Cincinnati, Brotherhood.....	Weekly	"REL."
TEXAS.....	Austin, Knights of Honor Messenger.....	Monthly	"REL."

KNIGHTS OF PYTHIAS.

ARKANSAS.....	Little Rock, Pythian Herald-Gazette.....	Monthly	"REL."
CALIFORNIA.....	Oakland, California Knight.....	Monthly	"REL."
COLORADO.....	Denver, Pythian Triangle.....	Monthly	"REL."
DIST. OF COLUMBIA.....	Washington, Pythian World.....	Monthly	I
FLORIDA.....	Tampa, Southern Pythian.....	Monthly	I
GEORGIA.....	Atlanta, Pythian Lodge Secret.....	Monthly	H
ILLINOIS.....	Chicago, Pythian Record.....	Monthly	I
	Chicago, Pythian Tribune.....	Monthly	I
INDIANA.....	Indianapolis, Pythian Journal.....	Monthly	"REL."
IOWA.....	Fort Madison, Knight's Sword and Helmet.....	Monthly	"REL."
KANSAS.....	Minneapolis, Sprig of Myrtle.....	Monthly	4,685
MASSACHUSETTS.....	Boston, Pythian Gleaner.....	Monthly	"REL."
MICHIGAN.....	Charlotte, Michigan Knighthood.....	Monthly	"REL."
MINNESOTA.....	Minneapolis, Pythian Advocate.....	Monthly	I
MISSOURI.....	Kansas City, Pythian Herald.....	Monthly	F
NEW JERSEY.....	Somerville, Jersey Knight.....	Monthly	I
NEW YORK.....	Rochester, Pythian Knight.....	Monthly	"REL."
NORTH CAROLINA.....	Charlotte, Carolina Pythian.....	Monthly	"REL."
OHIO.....	Cincinnati, Pythian News.....	Weekly	"REL."
	Cincinnati, Pythian Monitor.....	Monthly.	
	Columbus, Knight.....	Monthly	G
OREGON.....	Portland, Senator.....	Monthly	I
SOUTH CAROLINA.....	Sumter, Palmetto Pythian.....	Monthly	"REL."
SOUTH DAKOTA.....	Madison, South Dakota Knight.....	Monthly	"REL."
TENNESSEE.....	Nashville, Sloan's Knights of Pythias Weekly.....		I
TEXAS.....	Waco, Texas Pythian Knight.....	Monthly	I
UTAH.....	Salt Lake City, Western Knight.....	Monthly	"REL."
WEST VIRGINIA.....	Piedmont, Pythian Banner.....	Monthly	I
	Wheeling, True Pythian.....	Monthly	"REL."
WISCONSIN.....	Milwaukee, Pythian Age.....	Monthly	I

ODD-FELLOWS.

ALABAMA.....	Montgomery, Alabama Odd-Fellow.....	Monthly	"REL."
ARKANSAS.....	Little Rock, Beacon Light.....	Monthly	2,000
CALIFORNIA.....	San Francisco, New Age.....	Monthly	I
COLORADO.....	Denver, Colorado Odd-Fellow.....	Semi-m'ly	"REL."
IDAHO.....	Boise, Idaho Odd-Fellow.....	Monthly	"REL."
ILLINOIS.....	Chicago, Illinois Odd-Fellow.....	Monthly	2,500
	Springfield, Odd-Fellows' Herald.....	Semi-m'ly	H
INDIANA.....	Indianapolis, Odd-Fellows' Talisman.....	Monthly	F
IOWA.....	Maxwell, Iowa Odd-Fellow.....	Semi-m'ly	"REL."
KANSAS.....	Topeka, Western Odd-Fellow.....	Semi-m'ly	6,671
MAINE.....	Houlton, Eastern Odd-Fellow.....	Monthly	"REL."
MASSACHUSETTS.....	Boston, New England Odd-Fellow.....	Monthly	4,475
MICHIGAN.....	Williamston, Odd-Fellow.....	Semi-m'ly	I
MINNESOTA.....	Minneapolis, National Rebekah.....	Monthly	G
	St. Paul, Odd-Fellow Review.....	Monthly	23,416
MISSOURI.....	Springfield, Triple Link.....	Semi-m'ly	I

PRINTERS' INK.

ODD-FELLOWS—Continued.

NEBRASKA.....	Omaha, Fraternal Review.....	Monthly	H
NEW HAMPSHIRE.....	Concord, Popular Odd-Fellow.....	Monthly	I
NEW YORK.....	Buffalo, National Odd-Fellow.....	Weekly	H
	New York—Manhattan and Bronx,		
	Der Fuehrer.....	Weekly	I
	Watertown, Lodge Record.....	Semi-m'ly	I
OHIO.....	Columbus, Bundle of Sticks.....	Monthly	I
	Columbus, Companion.....	Monthly	F
OKLAHOMA.....	Guthrie, Oklahoma & Indian Territory Odd-Fellow.....	Monthly	I
	Ponca, Oklahoma Odd-Fellow.....	Monthly	"YKL."
OREGON.....	Portland, Pacific Odd-Fellow.....	Monthly	
PENNSYLVANIA.....	Philadelphia, Odd-Fellows' Journal.....	Weekly	"YKL."
	Philadelphia, Odd-Fellows' Siftings.....	Monthly	I
SOUTH CAROLINA.....	Greenville, Carolina Odd-Fellow.....	Semi-m'ly	"YKL."
SOUTH DAKOTA.....	Sioux Falls, Odd-Fellow World.....	Monthly	2,400
TENNESSEE.....	Erin, Tennessee Odd-Fellow.....	Monthly	"YKL."
	Memphis, Odd-Fellow.....	Semi-m'ly	"YKL."
TEXAS.....	Waxahachie, Texas Odd-Fellow.....	Monthly	4,458
UTAH.....	Salt Lake City, Utah Odd-Fellow.....	Monthly	"YKL."
VIRGINIA.....	Richmond, Virginia Odd-Fellow.....	Monthly	1,575
WASHINGTON.....	Seattle, Washington Odd-Fellow.....	Monthly	3,937
WEST VIRGINIA.....	Grantville, Mountain State Odd-Fellow.....	Monthly	"YKL."
WISCONSIN.....	Milwaukee, Odd-Fellows' Friend.....	Monthly	"YKL."
ONTARIO, CAN.....	Toronto, Independent Odd-Fellow.....	Monthly	I
QUEBEC, CAN.....	Montreal, Odd-Fellows' Gazette.....	Monthly	"YKL."

PATRONS OF HUSBANDRY.

KANSAS.....	Olathe, Kansas Patron.....	Weekly	"YKL."
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PATRONS OF INDUSTRY.

OHIO.....	Swanton, Patrons' Leader.....	Monthly	2,406
ONTARIO, CAN.....	Owen Sound, Canadian Co-operator.....	Monthly	I

ROYAL ARCANUM (ORDER OF THE).

ILLINOIS.....	Oakpark, Illinois Royal Arcanum Record.....	Monthly	E
NEW YORK.....	Babylon, Arcanum Home Journal.....	Monthly	G
OHIO.....	Cincinnati, Home Courier.....	Monthly	A
PENNSYLVANIA.....	Parkesburg, Royal Arcanum Messenger.....	Monthly	"YKL."

WOODMEN.

CALIFORNIA.....	Los Angeles, Southern California Chopper.....	Monthly	"YKL."
	San Francisco, Pacific Woodman.....	Monthly	"YKL."
COLORADO.....	Denver, Western Woodman.....	Weekly	"YKL."
ILLINOIS.....	Decatur, Modern Woodman.....	Weekly	I
	Rock Island, Lecturer.....	Semi-monthly.	
KANSAS.....	Fort Scott, Kansas and Missouri Chopper.....	Monthly	981
MINNESOTA.....	St. Paul, Minnesota and Western States Woodman.....	Monthly	I
NEBRASKA.....	Lincoln, Modern Woodmen.....	Monthly	749,326
	Omaha, Royal Woodman.....	Weekly	H
	Omaha, Sovereign Visitor.....	Monthly	195,000
OREGON.....	Dallas, Oregon Woodman.....	Monthly	H
PENNSYLVANIA.....	Harrisburg, American Woodman.....	Monthly	1,753
RHODE ISLAND.....	Providence, New England Woodman.....	Monthly	"YKL."
TEXAS.....	Dallas, Woodman Journal.....	Monthly	"YKL."
	Fort Worth, Texas Woodman.....	Monthly	"YKL."
WASHINGTON.....	Seattle, Forest Echoes.....	Monthly	I
WISCONSIN.....	Green Bay, Badger Woodman.....	Semi-m'ly	"YKL."

MISCELLANEOUS SOCIETIES.

CALIFORNIA.....	Oakland, Institute Journal, Young Men's Institute.....	Monthly	H
	San Francisco, Coast Seamen's Journal, Internat'l		
	Seamen's Union of America.....	Weekly	4,617
	San Francisco, Deutsche Vereins-Zeitung, German		
	Societies.....	Weekly	"YKL."
	San Francisco, Railway Employees' Journal.....	Weekly	E
	San Francisco, Druids' Magazine, Ancient Order		
	of Druids.....	Monthly	"YKL."
COLORADO.....	Denver, National Standard, Sons of Veterans.....	Weekly	"YKL."
	Denver, Ordensblatt und Vereins Zeitung, German		
	order of Harugari.....	Weekly	"YKL."

MISCELLANEOUS SOCIETIES—Continued.

	Denver, Fraternal Union.....	Monthly	
	Denver, Modernograph, United Moderns.....	Monthly	
	Denver, Retail Clerks' National Advocate, Retail Clerks' National Protective Association.....	Monthly	I
CONNECTICUT.....	New Haven, Der Harman's Sohn.....	Weekly	"ENL."
	New Haven, Fiery Cross, Order of Scottish Clans.....	Monthly	"ENL."
	New Haven, Hibernian Record, A. O. H.....	Monthly	"ENL."
DIST. OF COLUMBIA.....	Washington, Fraternal Record.....	Weekly	"ENL."
	Washington, National Tribune, Patriotic Societies.....	Weekly	104,599
	Washington, American Monthly, D. A. R.....		"ENL."
	Washington, Machinists' Monthly Journal.....		C
	Washington, National Geographic Magazine, National Geographic Society.....	Monthly	I
	Washington, National Hibernian.....	Monthly	A
	Washington, Plant World, Wild Flower Preservation Society of America.....	Monthly	1,175
	Washington, Postal Record, National Association of Letter Carriers.....	Monthly	16,958
	Washington, Records of the Past.....	Monthly	5,000
	Washington, Spanish War Journal.....	Monthly	"ENL."
	Washington, Stonecutters' Journal, Journeymen Stonecutters' Society of N. A.....	Monthly	"ENL."
	Washington, Publications of the Southern History Association.....	Bi m'ly	"ENL."
	Washington, Journal of the American Society of Naval Engineers.....	Quarterly	"ENL."
FLORIDA.....	Jacksonville, Fraternal Ledger.....	Weekly	"ENL."
	Jacksonville, Florida Fraternal Record.....	Monthly	"ENL."
GEORGIA.....	Atlanta, Southern Woman, Women's Clubs.....	Monthly	"ENL."
	Dalton, Herald, Farmers' Alliance.....	Weekly	"ENL."
ILLINOIS.....	Aurora, Yeoman, Yeomen of America.....	Monthly	7,166
	Belleville, Illinois Royal Arch.....	Monthly	
	Bloomington, Tailor, Tailors' Union of America.....	Monthly	
	Chicago, Jednota.....	Semi w'ly	"ENL."
	Chicago, Journal of the Am. Medical Association.....	Weekly	25,521
	Chicago, Ordensblatt, etc., Order of Harugari.....	Weekly	"ENL."
	Chicago, Telegraf, Roman Catholic Union.....	Weekly	H
	Chicago, Vereins-Zeitung.....	Weekly	I
	Chicago, Zgoda, Polish National Alliance, U. S. N. A.....	Weekly	F
	Chicago, International Wood-Worker.....	Monthly	18,291
	Chicago, Official Jour., Order of Mutual Protection.....	Monthly	"ENL."
	Chicago, Postal Clerk, United Nat'l Association of Post Office Clerks.....	Monthly	"ENL."
	Chicago, Railway Surgeon, National Association of Railway Surgeons.....	Monthly	I
	Chicago, Journal of the Western Society of Engineers.....	Bi-monthly	I
	Chicago, Transactions of the Illinois Society for Child Study.....	Quarterly	"ENL."
	Chillicothe, Mystic Worker, Fraternal.....	Monthly	
	Danville, Hoisting Engineer, National Brotherhood of Coal Hoisting Engineers.....	Monthly	1,161
	Decatur, Signet, Order of Eastern Star.....	Monthly	"ENL."
	Dwight, Banner, Sons of Veterans.....	Monthly	G
	Elgin, Silver Leaf.....	Weekly	"ENL."
	Freeport, Knights of the Globe.....	Monthly	"ENL."
	Litchfield, Mutual Protective League.....	Monthly	20,708
	Moline, North Star.....	Monthly	H
	Morrison, Rathbone Messenger.....	Monthly	"ENL."
	Quincy, Record.....	Weekly	4,548
	Quincy, Club Life, Women's Clubs.....	Monthly	I
	Quincy, Our Order, Mutual Aid Association.....	Monthly	I
	Sparta, Brotherhood of American Workmen.....	Monthly	"ENL."
	Springfield, Court of Honor, Supreme Court of Honor.....	Monthly	B
	Springfield, Royal Circle, Royal Circle.....	Monthly	F
	Taylorville, Fraternal Army Banner.....	Monthly	H
INDIANA.....	Columbia City, Rathbone Sister Tidings.....	Monthly	I
	Crawfordsville, Chariot, Tribe of Ben Hur.....	Monthly	64,706

MISCELLANEOUS SOCIETIES—Continued.

INDIANA.....	Indianapolis, Knights of Fidelity News.....	Weekly	"REL."
	Indianapolis, United Mine Workers' Journal, United Mine Workers of America.....	Weekly	F
	Indianapolis, King's Herald.....	Monthly	"REL."
	Indianapolis, Locomotive Firemen's Magazine.....	Monthly	45,575
	Logansport, Plowman, Order of Amer. Plowmen.....	Monthly	8,508
IOWA.....	Union City, Guest, Rathbone Sisters.....	Monthly	I
	Albia, Pilgrim's Progress, Fraternal Pilgrims of America.....	Monthly	"REL."
	Cedar Rapids, Modern Brotherhood, Order of Modern Brotherhood of America.....	Monthly	D
	Cedar Rapids, Railway Conductor, Order of Railway Conductors.....	Monthly	29,780
	Davenport, Criterion.....	Bi-m'thly	"REL."
KANSAS.....	Des Moines, Churchwoman's Magazine.....	Monthly	F
	Des Moines, Yeoman's Shield, American Yeomen.....	Monthly	E
	Merrill, Independent Securities.....	Monthly	"REL."
	Osceola, P. E. O. Record.....	Monthly	4,800
	Beloit, Royal Neighbor.....	Monthly	"REL."
	Hiawatha, Key.....	Monthly	"REL."
	Lawrence, Fraternal Aid, Fraternal Aid Ass'n.....	Monthly	E
	Minneapolis, Sons and Daughters of Justice.....	Monthly	"REL."
	Ottawa, Select Knight.....	Monthly	6,240
	Topeka, Current Comment, Women's Clubs.....	Semi-m'tly	"REL."
LOUISIANA.....	Topeka, Helping Hand, National Aid Association.....	Monthly	G
	Topeka, Knights and Ladies of Security.....	Monthly	51,500
LOUISIANA.....	New Orleans, Mystic Tie.....	Weekly	"REL."
MARYLAND.....	Baltimore, I. O. H. Advocate, Improved Order Heptasophs.....	Monthly	B
	Boston, Hibernian, Irish Nationalist.....	Semi-m'tly	"REL."
MASSACHUSETTS.....	Boston, Advocate of Peace, American Peace Soc'y.....	Monthly	2,525
	Boston, American Benefit Journal.....	Monthly	4,800
	Boston, Club Woman, Women's Clubs.....	Monthly	E
	Boston, Columbiad.....	Monthly	"REL."
	Boston, Defender.....	Monthly	G
	Boston, Golden Cross Journal, United Order of the Golden Cross.....	Monthly	G
	Boston, Lend a Hand Record, Lend a Hand Society.....	Monthly	"REL."
	Boston, N. E. O. P. Journal, New England Order of Protection.....	Monthly	"REL."
	Boston, Our Dumb Animals, S. P. C. A.....	Monthly	
	Boston, Our Home, Fraternal.....	Monthly	6,525
	Boston, Pilgrim, Order of Pilgrim Fathers.....	Monthly	I
	Battlecreek, Interchange, Women's Clubs.....	Monthly	"REL."
	Detroit, Fraternal Index, Order of the Star of Bethlehem.....	Monthly	H
	Detroit, Stove Mounters' Journal.....	Monthly	1,841
MICHIGAN.....	Flint, Loyal Guard.....	Monthly	H
	Grand Rapids, Fraternity, Fraternal.....	Monthly	
	Stillwater, Der Hermanns Sohn Im Westen.....	Semi-m'tly	"REL."
MINNESOTA.....	Winona, Druid, United Ancient Order of Druids.....	Monthly	G
	Hamilton, Fraternal Home.....	Monthly	8,416
MISSOURI.....	Kansas City, Railway Carmen's Journal, Brotherhood Railway Carmen of America.....	Monthly	8,500
	Kansas City, Ritual, Secret Societies.....	Monthly	"REL."
	Saint Louis, Truth-teller, Missouri Mercantile Ass'n.....	Weekly	"REL."
	St. Louis, Advance Advocate.....	Monthly	24,283
	Saint Louis, Fraternal Voice.....	Monthly	"REL."
	Saint Louis, T. P. A. News Letter, Travelers' Protective Association of America.....	Monthly	D
	Sedalia, Royal Tribe of Joseph Herald, Fraternal.....	Monthly	I
NEBRASKA.....	Springfield, Giant Oaks.....	Monthly	"REL."
	Hastings, Loyal Mystic Legion.....	Monthly	F
	Lincoln, Royal Neighbor, Royal Neighbors of Amer. Omaha, Fraternal Union Advocate, Fraternal Union of America.....	Weekly	"REL."
	Omaha, Bankers' Union Herald.....	Monthly	"REL."
	Omaha, Tidings, Fraternal.....	Monthly	F

MISCELLANEOUS SOCIETIES—Continued.

NEW JERSEY.....	Atlantic City, Brotherhood of the Union.....	Monthly	"REL."
	Newark, Fraternal Guide, Knights and Ladies of the Golden Star.....	Monthly	6,000
	Orange, Justice, Liquor Dealers' Protective League of New Jersey.....	Monthly	"REL."
	Phillipsburg, New Jersey Patriot.....	Semi-m'ly	"REL."
	Phillipsburg, New Jersey Crusader, Knights of the Golden Eagle.....	Monthly	"REL."
NEW YORK.....	Buffalo, Journal of the Switchmen's Union of North America.....	Monthly	12,083
	Buffalo, Royal Templar.....	Monthly	E
	Buffalo, Select Knight Journal, Order of Select Knights.....	Monthly	"REL."
	Irrington, Bulletin of Society of American Authors.....	Monthly	"REL."
	New York—Manhattan and Bronx, American Economist, American Protective Tariff League.....	Weekly	G
	Amerikansky Russky Viestnik, Greek Catholic Union.....	Weekly	E
	Charities, Charity Organization Society.....	Weekly	H
	Advocate and Guardian.....	Semi-m'ly	G
	Vereingte Staaten Orden und Vereins Revue.....	Semi-m'ly	I
	Bulletin of the American Mathematical Society.....	Monthly	"REL."
	Good Government, Civil Service Reform League.....	Monthly	2,466
	Good Roads Magazine, L. A. W.....	Monthly	F
	International Steam Engineer.....	Monthly	"REL."
	Journal of the American Foundrymen's Ass'n.....	Monthly	"REL."
	Lodge, Club and Association Record.....	Monthly	"REL."
	Our Animal Friends, American Society for the Prevention of Cruelty to Animals.....	Monthly	D
	Sailors' Magazine and Seaman's Friend, American Seamen's Friend Society.....	Monthly	I
	Silver Cross, King's Daughters.....	Monthly	G
	Transactions of the American Institute of Electrical Engineers.....	Monthly	I
	Woman's Work for Woman, Woman's For'n Missionary Societies of the Presbyterian Church.....	Monthly	D
	World-Wide Missions, Board of Missions of the Methodist-Episcopal Church.....	Monthly	A
	Young's Magazine.....	Monthly	51,000
	New York—Brooklyn, Brooklyn Order Revue, Fraternal.....	Monthly	"REL."
	Malta World, Knights of Malta.....	Monthly	"REL."
	Record of the C. B. L., Catholic Benevolent Legion.....	Monthly	5,000
	Rochester, Electrical Worker, Brotherhood of Electrical Workers.....	Monthly	"REL."
	Rochester, Fraternal Monitor.....	Monthly	"REL."
OHIO.....	Akron, Chevalier.....	Monthly	3,500
	Akron, Independent Order of the Red Cross of Ohio Journal.....	Monthly	"REL."
	Akron, Pathfinder, Fraternal Benefit.....	Monthly	13,291
	Cincinnati, American Protestant, American Protestant Association.....	Monthly	I
	Cincinnati, C. K. of A. Journal.....	Monthly	30,000
	Cleveland, Street Railway News.....	Weekly	2,797
	Cleveland, Brotherhood of Locomotive Engineers' Journal.....	Monthly	C
	Cleveland, Railroad Trainmen's Journal.....	Monthly	56,166
	Columbus, American Insurance Journal.....	Monthly	10,063
	Columbus, Sample Case, Order of United Commercial Travelers of America.....	Monthly	18,067
	Toledo, Fraternal Home Mirror.....	Monthly	"REL."
	Toledo, National Union.....	Monthly	C
OREGON.....	Van Wert, Home Guard Monitor.....	Monthly	"REL."
	Portland, Lion's Mouth, Independent Order of Lions.....	Monthly	"REL."
	Portland, Washington Advocate.....	Monthly	6,040

MISCELLANEOUS SOCIETIES—Continued.

PENNSYLVANIA.....	Easton, Journal of the American Chemical Society.....	Monthly	I
	Greensburg, Americus Patriot, Order of Americus.....	Monthly	H
	Lancaster, Transactions of the American Mathematical Society.....	Quarterly	"INK."
	Lebanon, Brotherhood Star, Brotherhood of Andrew and Philip.....	Monthly	D
	Philadelphia, Vereins-Reporter.....	Weekly	"INK."
	Philadelphia, St. George Journal, Order of Sons of St. George.....	Bi-weekly	H
	Philadelphia, Camp News, Patriotic Order Sons of America.....	Monthly	H
	Philadelphia, Home Advocate, Grand Fraternity.....	Monthly	"INK."
	Philadelphia, Independent Mechanic.....	Monthly	"INK."
	Philadelphia, Knights of the Golden Eagle.....	Monthly	G
	Philadelphia, Recorder, Fraternal Mystic Circle.....	Monthly	E
	Philadelphia, Shield of Honor Advocate, Order of Shield of Honor.....	Monthly	3,945
	Philadelphia, Forest Leaves, Pennsylvania Forestry Association.....	Bi-m'ly	2,925
	Philadelphia, Iron Hall Record.....	Quarterly	"INK."
	Pittsburg, Amalgamated Journal, Amalgamated Association of Iron, Steel and Tin Workers of America.....	Weekly	"INK."
	Pittsburg, C. M. B. A. News.....	Monthly	G
	Pittsburg, St. Andrew's Cross, B'th'd of St. Andrew.....	Monthly	8,477
	Reading, Die Deutsche Eiche, Order of Harugarl.....	Weekly	"INK."
	Rhode Island, Providence, R. I. Picket, Sons of Veterans.....	Monthly	"INK."
	South Dakota, Canton, Guardian.....	Monthly	"INK."
TENNESSEE.....	Nashville, Confederate Veteran.....	Monthly	D
	Nashville, Fraternities Review.....	Monthly	"INK."
TEXAS.....	Nashville, Palladium.....	Monthly	"INK."
	Houston, Sporting Mirror, Order of Eagles.....	Weekly	
	Oakland, Helping Hand.....	Monthly	"INK."
VIRGINIA.....	Temple, Press and Club Bulletin.....	Monthly	"INK."
	Norfolk, Lodge Journal and Guide.....	Weekly	"INK."
WASHINGTON.....	Seattle, Fraternal Eagle, Order of Eagles.....	Weekly	H
WISCONSIN.....	Milwaukee, Der Germania Reporter.....	Weekly	H
	Neenah, Friend and Guide.....	Monthly	"INK."
ONTARIO, CAN.....	Guelph, Rainbow, Canadian Order of Chosen Friends.....	Monthly	"INK."
QUEBEC, CAN.....	St. Hyacinthe, L'Echo, Society of de L'Union St. Joseph.....	Monthly	"INK."
ANARCHISM, COMMUNISM, SOCIALISM AND SINGLE TAX.			
CALIFORNIA.....	Jackson, Amador Co. Miners' Union.....	Weekly	
	Los Angeles, Public Ownership Review.....	Monthly	
	Santa Barbara, Record } Santa Barbara, People's Paper }	Daily Weekly	"INK." "INK."
COLORADO.....	Denver, Alliance of the Rockies.....	Weekly	G
	Pueblo, Glas Svobode.....	Weekly	
	Victor, Press.....	Daily	"INK."
ILLINOIS.....	Chicago, Arbeiter Zeitung } Chicago, Die Fackel }	Daily Sundays	I H
	Chicago, Verbote }	Weekly	"INK."
	Chicago, Free Society.....	Sundays	2,250
	Chicago, Robotnik.....	Weekly	"INK."
	Chicago, Socialist.....	Weekly	F
	Chicago, Spravednost.....	Weekly	"INK."
	Chicago, International Socialist Review.....	Monthly	G
IOWA.....	Arispe, Advocate.....	Weekly	"INK."
	Dubuque, Iowa Socialist.....	Weekly	
	Eddyville, Signal.....	Weekly	
KANSAS.....	Girard, Appeal to Reason.....	Weekly	195,809
	Independence, Star and Kansan.....	Weekly	"INK."
	Long Island, Leader.....	Weekly	"INK."
	Morland, Independent.....	Weekly	"INK."
MINNESOTA.....	Faribault, Referendum.....	Weekly	"INK."
MISSOURI.....	Kansas City, Multitude.....	Monthly	"INK."
	Richhill, Coming Nation } St. Louis, Arbeiter Zeitung.....	Weekly Weekly	G "INK."

ANARCHISM, COMMUNISM, SOCIALISM AND SINGLE
TAX—Continued.

MISSOURI.....	St. Louis, Altruist.....	Monthly	F
	St. Louis, Review of Reforms.....	Monthly	"KL"
NEW JERSEY.....	Paterson, La Question Sociale.....	Weekly	
	Paterson, People.....	Weekly	"KL"
	Paterson, Germinal.....	Semi-m'ly.	
NEW YORK.....	New York—Manhattan and Bronx.		
	Forward.....	Daily	31,709
	People }.....	Daily	H
	People }.....	Weekly	F
	Freiheit.....	Weekly	H
	Il Proletario.....	Weekly	"KL"
	Worker.....	Weekly	E
	American Fabian.....	Monthly	
	Commonwealth.....	Monthly	"KL"
	Comrade.....	Monthly	"KL"
	Die Zukunft.....	Monthly	11,083
	National Single Taxer.....	Monthly	I
OHIO.....	Cleveland, Sozialistische Arbeiter Zeitung.....	Weekly	"KL"
OKLAHOMA.....	Asher, Altruist.....	Weekly	"KL"
PENNSYLVANIA.....	Pittsburg, Ateltis.....	Weekly	"KL"
TENNESSEE.....	Mt. Juliet, Winn's Firebrand.....	Monthly	"KL"
UTAH.....	Salt Lake City, Utah Socialist.....	Weekly	
WASHINGTON.....	Lakebay, Discontent.....	Weekly	"KL"
	Seattle, Socialist.....	Sundays	I
	Spokane, New Time.....	Weekly	
ONTARIO, CAN.....	Toronto, Wilshire's Magazine.....	Monthly	46,000

At the right of the name of each paper is set down the circulation rating accorded by the Directory. Where the rating is expressed in Arabic figures it is based upon a statement signed by the publisher or some one duly authorized to represent him. Where expressed by letter it indicates that no satisfactory statement of the actual issues was obtained by the Directory editor upon which a rating in plain figures could be based. The circulation figures and ratings do not represent the actual issue of the paper to-day, or this month, but the average for a full year that had wholly passed before the Directory went to press. The meanings of the letter ratings are explained below.

Exceeding seventy-five thousand, - - - - -	A
Exceeding forty thousand, - - - - -	B
Exceeding twenty thousand, - - - - -	C
Exceeding seventeen thousand five hundred, - - - - -	D
Exceeding twelve thousand five hundred, - - - - -	E
Exceeding seven thousand five hundred, - - - - -	F
Exceeding four thousand, - - - - -	G
Exceeding twenty-two hundred and fifty, - - - - -	H
Exceeding one thousand, - - - - -	I
Less than one thousand, - - - - -	JKL

"ENTHUSIASM IS THE LEAPING
LIGHTNING."

To-day enthusiasm is everywhere. The man who lacks this emotional characteristic plods laboriously. A young man starts out in life as an advertisement writer. He burns with ambition. He is fired by enthusiasm. Sometimes he is fired by his employer. But it doesn't matter. His enthusiasm will keep him pushing on—his experience will make him more valuable every day. Other and better positions await him, assuming that the young man has some qualifications for the work. If he is not fitted for it enthusiasm will hardly do the work, yet it will teach him more than he ever knew before. It will spur him on. There are various degrees of enthusiasm. Some kinds of enthusiasm are like the old-fashioned tallow dips of our forebears. They burn for a while, sputter and flicker painfully and then suddenly die out. The wise young man of to-day will cultivate

an incandescent species of enthusiasm. The kind that sheds a brilliant radiance steadily, penetrating the remotest recesses of his cranium, and blazing a pathway through a forest of obstacles.—*American Advertiser.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

DO you want a representative in this territory? Box 144, Cleveland, Ohio.

MORE than 315,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

PRACTICAL high-grade adv. man seeks good opening. Forcible writer of wide experience. G. A. WOODWARD, 90 16th St., Buffalo, N. Y.

THE GOLFER will engage the services of an advertising solicitor who can get business. Address THE GOLFER, 150 Fifth Ave., New York.

SUN, JOURNAL and POST wanted back to Dec., 1901. Address 2 West 14th St., Room 30, N. Y.

ADVERTISING SOLICITORS wanted. Active, bright, business getters. Good commission. Old reliable drug paper. Address **RETAIL DRUGGIST**, Detroit, Mich.

AGENTS wanted to sell nail files and tooth-picks in leather cases as advertising novelties on 50 per cent commission; samples of each 10 cents. **J. C. KENYON**, 5 Lake St., Owego, N. Y.

MANAGERSHIP or other position wanted, by thoroughly competent man; age 37; good advertiser; 10 years assistant manager of leading periodical. "Great Hustler." **Printers' Ink**, N. Y.

ADWRITER—one with mail order experience in medical and general lines—wanted by advertising agency. State experience and salary expected to start. Address "A. C. K.," care **Printers' Ink**.

ADVERTISING SOLICITORS wanted for programme work Boston Theatres. Yearly situations for hustlers. Must be experienced and highly recommended. Address, stating references, salary expected and experience. "G," Box 35, Melrose, Mass.

PUBLISHERS OF HIGH-GRADE MAGAZINES OR FIRST-CLASS TRADE JOURNALS—I want a position with you as business manager or advertising manager. Salary \$3,000 or less, with percentage of profits. Best references. Satisfaction guaranteed. Address **G. P. TALBOTT**, Jacksonville, Florida.

SUPERINTENDENT WANTED—Reliable up-to-date man, of good address, to take complete charge of medium size book and job printing office. Must be practical, sober and thoroughly understanding estimating and buying. References required. Fine position for right party. **Drawer M, Atlanta, Ga.**

WE have a corps of competent editors and writers. Why not order some money letters, special articles, editorials, etc., from us? We can do much of your editing and special work at reasonable rates. We study each paper's needs. This is not a syndicate proposition. **CROWN PUB. CO., San Francisco.**

BRIGHT solicitor wanted in every town to act as representative for large company and to introduce quickest and biggest money making scheme ever heard of. \$10 weekly easy for a hustler. Send \$1 for particulars and guarantee of good faith. Money back if not as represented. Write to-day and be first in the field. "G," P. O. Box 25, Dept. 8, Melrose, Mass.

A DAILY newspaper needs general manager to control purchase supplies, salary list and finance. Must purchase interest 3-5 thousand. Salary five thousand. "PARTNER," care **Printers' Ink**.

ADVERTISING SOLICITOR WANTED.—A well known magazine desires a high-class advertising man, one who has had considerable experience and can command good business. Must furnish first class reference. Only such need apply. Large salary paid to right man. Address, **J. F. P.**
P. O. Box 1173, New York City

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN.
Suite 608 B. Lippincott Bldg.,
Philadelphia.

ARE YOU SATISFIED with your present position or salary? If not, write us for plan and booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High-grade exclusively.

HAPGOODS (INC.).
Suite 508-509 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 599, Monadnock Bldg., Chicago.
Suite 1306, Williamson Bldg., Cleveland.

EDITORIAL WRITING.

WILL edit any paper anywhere for \$1 a week. Write. **DEAN BOWMAN**, Back Bay, Boston.

ILLUSTRATIONS AND ILLUSTRATIONS, ILLUSTRATING, designing, etc., for covers, book-plates, and crests. **THE KINSLEY STUDIO**, 230 Broadway, New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mr., 178 Vermont St., Buffalo, N. Y.

DESIGNERS.

DESIGNS and illustrations in colors and black and white for all purposes. **THE KINSLEY STUDIO**, 230 Broadway, New York.

ENGRAVING.

ENGRAVING, (line, half-tone, steel, wood), lithographing and artistic printing. **THE KINSLEY STUDIO**, 230 Broadway, New York.

ENGROSSERS.

ENGROSSING and illuminating of memorials, testimonials, certificates, etc. **THE KINSLEY STUDIO**, 230 Broadway, New York.

CARBON PAPER.

WILL exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 672, N. Y.

BOOKLETS.

WE write, design, engrave and print for booklets. One talk, one order covers all. **THE KINSLEY STUDIO**, 230 Broadway, New York.

STOCK CUTS.

HAVE a sheet showing sixty silhouette stock cuts, in three sizes, one, two and six inches high. Glad to send you one. **STANDARD**, 61 Ann St., New York.

CHECKING SYSTEMS.

FOR checking returns from advertising and figuring cost per reply, etc., our system is by far the best. Send for circular. **ADVERTISERS' SPECIALTY CO.**, 50 East Ave., Chicago.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

HOTELS.

THE LITTLE HOTEL WILMOT in Penn Square, Philadelphia, wants the disciples of **PRINTERS' INK** to see how they do things. **THE RYKENS & W. JENNINGS CO.**

LITHOGRAPHY AND TYPOGRAPHY.

CERTIFICATES, Bonds, Diplomas, Letter-heads, etc., partly lithographed and to be completed by type form. Send for samples. **ALBERT B. KING & CO.**, 105 William St., N. Y.

NEW BOOKS.

LOOSE-LEAF PRICE BOOK. Practical, compact, serviceable. Ruled and indexed. Leaves easily removed or added. Sent on approval. **KING & CO.**, 105 William St., N. Y.

COIN CARDS.

\$2 PER 1,000. Larger lots at lower prices. **ACME COIN MAILER CO.**, Burlington, Ia.
\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

ELECTROTYPING.

WE make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER,** 45 Ross St., New York.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

NEWSPAPERS WANTED.

IN New York State, quick. Both daily and weekly propositions. Have buyers on deck for reliable propositions at equitable prices. All business done in confidence by **C. F. DAVID,** the original broker, Abington, Mass.

ELECTROTYPE CABINETS.

AS much as you want, as little as you need. **A** The Leonard sectional electrotype cabinet; each section will hold 700 electros; \$5 a section of 10 drawers, base \$1.50, top \$1. Also the Leonard system for buying advertising. **\$5. LEONARD MFG. CO.,** 40 Market St., Grand Rapids, Mich. Circular free.

PREMIUMS.

PUBLISHERS who want a good premium free write **L. B. BAKER,** 17 Quincy St., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually. **30c** list price now ready; free. **S. F. MYERS CO., 439, 45-50 52 Maiden Lane, N. Y.**

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vase-line boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may care to see. **AMERICAN STOPPER COMPANY,** 161 Water Street, Brooklyn, New York.

The largest makes of Tin Boxes outside of the Trust.

BOOKS.

100 GOOD ADS for a grocery store \$1.00 **BAIT PUB. CO.,** Toronto, Can.

PRINTER'S HELPS AND HINTS, 25c. Circular free. **KING, Printer,** Beverly, Mass.

"THEORY and Practice of Advertising," first text book with complete lessons. In paper cover prepaid, 75 cents; cloth \$1. **GEORGE W. WAGENSELLER, A. M.,** Author, Dept. P. I., Middleburg, Pa.

"MY ADVERTISING PARTNER," a book for merchants and advertisers who write their own ads. 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. **H. C. ROWLAND, Pub.,** Columbus, O.

"HOW and Where to Sell Manuscripts," Just published. Full of practical suggestions for the fiction writer and general contributor. Contains addresses of 1,000 publications that buy MSS. Sent postpaid, paper covers for 50 cents; bound in leatherette, \$1. **UNITED PRESS SYNDICATE, Indianapolis, Ind.**

STREET FAIR MANUAL—A practical book. All about street fairs, carnivals, floats, booths. A hundred handsome illustrations from original photos and drawings. Designs by experts. No book like it. Limited edition. Many sold. Order now, \$1 postpaid. **THE MERCHANTS' RECORD CO., 225 Dearborn St., Chicago.**

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

PRINTERS.

BOOKLETS by the million. Write for booklet. **STEWART PRESS, Chicago.**

CATALOGUES printed in large quantities. Write **STEWART PRESS, Chicago.**

PRINTERS. Write **R. CARLETON, Omaha, Neb.,** for copyright lodge cut catalogue.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO., 15 Vandewater St., New York.**

NEWSPAPER BARGAINS.

\$6,000 WITH about \$4,000 cash, will buy a half interest in a hustling Illinois town. Owner states over \$12,000 business last year. Can be largely increased. Owner is postmaster and desires a hustling, reliable man. This is a successful business and a fine opening. **C. F. DAVID.**

\$2,500, on very reasonable terms, will own quite a desirable property in Oregon. **C. F. DAVID.**

\$3,600, with about \$2,500 cash, will buy a weekly proposition in Mass., with an exceptional field for business. **C. F. DAVID.**

\$3,000 will buy one-half interest in an Ohio d. and w. with a hustling business man. Good editor wanted. Fine opening. **C. F. DAVID.**

\$2,500, with one-half cash, will buy a very good proposition in a Pennsylvania town. If you want something good, catch on quick.

\$15,000 will buy what owner states as worth \$20,000; has money enough and wishes to retire. Reasonable terms.

\$25,000, on very reasonable terms, will buy an afternoon daily doing a very prosperous business. An interest might be sold to the right man. An exceptional case. Both of these propositions in Indiana.

Any good newspaper proposition—"David" knows about it, and special new propositions are finally listed weekly.

C. F. DAVID, Original Broker in Newspaper-dom, Abington Mass.

FOR SALE.

BARGAIN—Four and eight-page Scott perfecting press with full modern stereo outfit. Address **TRIBUNE, Oakland, Cal.**

BEFORE purchasing cylinder presses, job presses, paper cutters, type material, kindly send for bargain list. **RICHARD PRESTON, 167L Oliver St., Boston.**

LOT of Multipolar Electric Motors for printing presses. Sizes 2 1/4 to 20 H. P. Prices on application. **NATIONAL STAMPING AND ELECTRIC WORKS, Chicago, Ill.**

42 X 60 POTTER TWO-REV. will print 4 pages of a 7 or 8 col. A first class press for book, job or newspaper work. **RICHARD PRESTON, 167L Oliver St., Boston.**

\$5.00 TAKES a job lot of good advertising cuts, suitable for clothing, dry goods or general store advertising; a big lot worth four times price asked. **L. E. DOWDELL, Valparaiso, Ind.**

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. **RICHARD PRESTON, 167L Oliver St., Boston.**

FOR SALE—An old-established, well-equipped Democratic weekly in thriving New York State village, doing good business. A bargain to cash buyer. Owner retiring. Address "BARGAIN," care Printers' Ink.

AN attractive, high-class illustrated weekly paper, well established, can be bought for small amount down, balance in installments. The only special paper of its kind in the Rocky Mountain region. Splendid proposition for capable parties. If you mean business address "A. B. C., 100," care Printers' Ink.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1; 4x5, \$1.00.

Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

ADVERTISING NOVELTIES.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, 5th above Chestnut, Philadelphia.

BEST and latest advertising novelties. Articles of real merit and utility. Write for samples and particulars to G. P. COATES CO., Uncasville, Conn.

WRITE for sample and price, new lock bill file. Price low. Reaches business man and housewife. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

CELLULOID advertising novelties that bring results. Signs, buttons, badges. High grade work, reasonable prices. THE BALTIMORE BADGE & NOVELTY CO., 353 Broadway, N. Y.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JOURNAL, Bethlehem, Pa.

30 WORD 5 five times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation 8,000.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

WRITE to us about "5 Business Bringers," THE RELIGIOUS PRESS ASS'N, Phila., Pa.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

20 CENTS per agate line for advertising in THE NEW YORK MACCABEE, Troy, N. Y., monthly, 75,000 circulation in New York State.

POULTRY NEWS, 25c. year; ad rate 5 cents per agate line. Circulation 2,350 monthly. WILLIAMS & METLAK, New Brunswick, N. J.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 45,000 copies, rate 30 cents a line. Forms close the 24th. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

PLANT your ad in the POST. It reaches ten thousand readers among the wealthy agricultural class every week. 20 cents an inch, display; 5 cents a line, reading. POST, Middleburg, Pennsylvania.

\$10 WILL pay for a five-line advertisement four weeks in 150 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

ADVERTISERS who wish to secure business from the drug and medical profession, retail and wholesale, should give the RETAIL DRUGGIST, of Detroit, Mich., the old reliable drug journal, a trial. Its mail bags speak in every State.

BENZIGER'S MAGAZINE, the illustrated Catholic family monthly, indorsed by over 50 archbishops and bishops. Subscription \$3 a year. Circulation 35,000 monthly, guaranteed. Rates 25 cents an agate line. BENZIGER BROS., 36-38 Barclay St., New York.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

ADVERTISEMENT CONSTRUCTORS.

MAIL-ORDER ADVS written and planned. EUGENE KATZ, Boyce Bldg., Chicago.

SPECIAL cuts and special writing for every retail business. Very low rates for 52. ART LEAGUE, New York.

ADVERTISEMENTS, booklets, folders, written and printed. GEO. W. WAGENSELLER, Middleburg, Pennsylvania.

BENJAMIN SHERBOW, 2148 Euclid Avenue, Philadelphia. The making of the better sort of Business Literature exclusively.

HENRY FERRIS, his [F] mark. 918-920 Drexel Building, Philadelphia. Advertiser. Systems devised and introduced.

IF it pays to advertise, don't you think it pays equally well to have good advertising literature? L. F. SNEERIN & CO., Box 171, Detroit, Mich.

"JACK THE JINGLER'S" best of fads in writing rhyming business ads, Of pith and point, for every use. His New York address is 10 Spruce.

ADWRITER with ability to produce strong, up to date, trade winning ads; experienced in Clothing, first class salesman, open to proposition. Satisfactory references. Address, Lock Box 817, Tecumseh, Mich.

"COLD TYPE; I command thee SPEAK!" "Bright words re-echo the silver tone. I coin 'repeating' words and phrases to tune the eye and the ear. \$1. up. H. D. BRAMBLE, 131 Division Ave., Brooklyn, N. Y."

P PERSISTENT PUBLICITY, PROPERLY PREPARED, POSTAL PROCURES PARTICULARS. PERKINS, 257 Atlantic Ave., Boston, Mass. Send for free illustrated monthly calendar.

I LOOK for clients about half way between the "FLODDER" and the "FLUNGER." There's a "heap" of enterprising people in that "gap," who know a good thing "when they see it," and such often write to ask if I can help them "see it." Why not YOU—sometimes! Of course, not now—you're far too busy, but some time—eh! No. 1-x. F. ANCIER I MAULC. See below.

MY BUSINESS IS THE MAKING OF PLANS AND HIGH-GRADE LITERATURE FOR ADVERTISERS.

I can "deliver the goods". My samples prove it. I shall be glad to send you these if you ask for them in good faith and not out of mere curiosity.

EDWARD BARTLETT, Advertising Specialist, Am. Tract Bldg., New York.

ADWRITERS and designers should use this column to increase their business. The price is only 10 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

IF YOU KNEW I that a really fine bit of advertising matter, one even whose first cost perhaps struck you as decidedly "stiff," was the only profitable kind you would drop "cheap," every-day stuff, instant. Fine, individual, unusual things constantly secure correspondence from strangers, who reason thus: "Well, I guess a concern that sends out such attractive literature as this is worth writing to." It is the sheer inability of thousands to put SELLING POWER into the front seats and keep FIRST COST in the "back" ones that prevents them from making their advertising vastly more forceful and profitable than they do. The only infallible test of cheapness is what it will produce and not what IT COST. For those who know this to be true I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips and Cards, Newsletters, Magazine and Trade Journal Ads, etc., etc., and I gladly send, to those whose inquiries suggest business, Samples that illustrate what I mean by "individual, unusual things." No postal cards, please.

FRANCIS I. MAULE, No. 22, 408 Sanson St., Philadelphia.

Largest Circulations.



AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

NOTE.—Under this heading PRINTERS' INK will advertise a three-line paragraph relating to the appropriate paper, giving it one insertion for 60 cents—stamps in payment to accompany the order—or will continue it once a week for three months (thirteen weeks) for \$7.00, from which 5 per cent may be deducted for cash with order.

CALIFORNIA.-

The *Daily Examiner* has a higher circulation rating than is accorded to any other paper in San Francisco or in the State of California.

The *Weekly Examiner* has a higher circulation rating than is accorded to any other weekly in San Francisco or in the State of California.

CONNECTICUT

The *Evening Post* has a higher circulation rating than is accorded to any other paper in Bridgeport.

DISTRICT OF COLUMBIA.

The *Home Magazine* has a higher circulation rating than is accorded to any other publication issued in Washington, or in the District of Columbia.

The *National Tribune* has the highest circulation rating accorded any weekly in the District of Columbia.

GEORGIA.

The *Atlanta Journal* has the highest daily circulation rating south of Baltimore, St. Louis.

The *Daily Herald* has a higher circulation rating than is accorded to any other paper in Augusta.

ILLINOIS

The Champaign Co. News has a higher circulation rating than is accorded to any other paper in Champaign.

IOWA.

The *Christian Home* has a higher circulation rating than is accorded to any other weekly in Council Bluffs.

The *Advocate* has a higher circulation rating than is accorded to any other paper in Rockwell City.

KANSAS

The Daily World has a higher circulation rating than is accorded to any other daily in Lawrence.

The *Weekly World* has a higher circulation rating than is accorded to any other weekly in Lawrence.

The *Evening Herald* has a higher circulation rating than is accorded to any other daily in Ottawa.

The *People's Voice* has a higher circulation rating than is accorded to any other paper in Wellington.

MASSACHUSETTS

The *Daily Transcript* has a higher circulation rating than is accorded to any other paper in North Adams.

MICHIGAN.

The *Commercial* has a higher circulation rating than is accorded to any other weekly in Monroe.

MISCELLI

The *Republican* has a higher circulation rating than is accorded to any other paper in Unionville or Putnam county.

NEBRASKA

The *Courier* has a higher circulation rating than is accorded to any other weekly in Blair.

The Johnson Co. *Tribunal* has a higher circulation rating than is accorded to any other paper in Terrence.

NEW JERSEY.

The *Evening Journal* has a higher circulation rating than is accorded to any other paper in Jersey City.

NEW YORK

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Birmingham.

The *Sunday Courier* has a higher circulation rating than is accorded to any other Sunday paper in Buffalo.

The *Evening Star* has a higher circulation rating than is accorded to any other daily in Elmira.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Ithaca.

The *News* has a circulation rating four times higher than is accorded to any other paper in Newburgh.

The *Schenectady Gazette* has a higher circulation rating than is accorded to any other paper in Schenectady.

NORTH CAROLINA.

The *Daily Observer* has a higher circulation rating than is accorded to any other paper in Charlotte or daily in the State of North Carolina.

NORTH DAKOTA.

The *Norman* has a higher circulation rating than is accorded to any other paper in Grand Forks or in the State of North Dakota.

OHIO.

The *Daily News-Advertiser* has a higher circulation rating than is accorded to any other paper in Chillicothe.

The *Herold* has a higher circulation rating than is accorded to any other paper in Eaton.

The *Republican* has a higher circulation rating than is accorded to any other paper in Elyria.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Mansfield.

The *Champaign Democrat* has a higher circulation rating than is accorded to any other paper in Urbana.

The *Daily Findicator* has a higher circulation rating than is accorded to any other paper in Youngstown.

PENNSYLVANIA.

The *Leader* has a higher circulation rating than is accorded to any other paper in Allentown.

The *Local News* has a higher circulation rating than is accorded to any other paper in West Chester.

The *Weekly Courier* has a higher circulation rating than is accorded to any other paper in Conneville.

TENNESSEE.

The *Commercial-Appeal* has a higher circulation rating than is accorded to any other daily in Memphis or in the State of Tennessee.

The *Weekly Commercial-Appeal* has a higher circulation rating than is accorded to any other paper in Memphis or in the State of Tennessee.

TEXAS.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Galveston.

VIRGINIA.

The *Daily Virginian Pilot* has a higher circulation rating than is accorded to any other paper in Norfolk.

The *Journal of Commerce and Twice-a-Week Virginian-Pilot* has a higher circulation rating than is accorded to any other weekly in Norfolk.

WEST VIRGINIA.

The *Mail* has a higher circulation rating than is accorded to any other daily in Charleston.

WISCONSIN.

The *Leader* has a higher circulation rating than is accorded to any other daily in Eau Claire.

The *American Treaserman*, Madison, Wis., has a higher circulation rating than is accorded to any other publication issued in the State of Wisconsin.

The *Iowa Co. Democrat* has a higher circulation rating than is accorded to any other paper in Mineral Point.

The *Commonwealth* has a higher circulation rating than is accorded to any other paper in Ripon.

NEW BRUNSWICK.

The *Daily Telegraph* has a higher circulation rating than is accorded to any other paper in John or in New Brunswick.

NOVA SCOTIA.

The *Light* has a higher circulation rating than is accorded to any other paper in Yarmouth.

ONTARIO.

The *News-Record* has a higher circulation rating than is accorded to any other paper in Clinton.

The *Daily Free Press* has a higher circulation rating than is accorded to any other paper in London.

The *People's Press* has a higher circulation rating than is accorded to any other paper in Welland.

RIVERS—"The play that's been running so long at the Allaround Theatre doesn't draw worth a cent, yet they keep on heading their advertisements, 'Crowds Turned Away!'"

Brooks—"That's no lie. The crowds have turned away from it ever since it opened."—*Chicago Tribune*.

"CAN you tell me what sort of weather we may expect next month?" wrote a subscriber to the editor of a country paper, and the editor replied as follows: "It is my belief that the weather next month will be very much like your subscription." The inquirer wondered for an hour what the editor was driving at, when he happened to think of the word "unsettled." He sent in the required amount next day.—*Herald and Free-Press*.



Normal Instructor and World's Events

Control the trade of

200,000

Of the Best Mail-Order Buyers in the World.

You know what to do if you want your share of this trade. Specimen copies and advertising rates sent on request.

F. A. OWEN PUBLISHING CO.,
DANVILLE, N. Y.

HAVE A "MAKING THINGS RIGHT" DEPARTMENT. IT PAYS.

Making things right has a whole lot to do with success. There always comes a time when goods delivered are not according to order or not up to the sample. It may be no fault of the house, and is often a whim of the customer. If the customer has or thinks he has an honest grievance, then is the time to clinch that customer. It will cost something, but what a hold you will have on the man whom you impress with the feeling that you are just and generous, that if there is any doubt who should stand the loss you are not willing to allow him to go away dissatisfied. To haggle over the matter and then give in grudgingly is bad business. There must be the same anxiety to make good that there is to protect the house against loss. It is the spirit with which it is done that counts. I have known firms to spend thousands of dollars in advertising and lose its entire force by exacting the last cent in settling disputed claims. A good man to do business is the one who sees the other fellow's side of things.—*Michigan Tradesman.*

Well displayed ads and badly displayed goods make me think of a divorce court.—*White's Sayings.*

HOWELL—Did you ever have the tobacco heart, Georgie?

Georgie—No; how many coupons do you have to have to get it?—*Philadelphia Telegraph.*

Displayed Advertisements.

Must be handed in one week in advance.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'TY, Montreal.



Ripans Tablets are the best dyspepsia medicine ever made. A hundred millions of them have been sold in the United States in a single year. Constipation, heartburn, sick headache, dizziness, bad breath, sore throat and every illness arising from a disordered stomach are relieved or cured by Ripans Tablets. One will generally give relief within twenty minutes. The five-cent package is enough for ordinary occasions. All druggists sell them.



In the Struggle for Supremacy on the Field of Advertising we are demonstrating that our results are unsurpassable.

Advertising Illustrating
Designing Electrotyping
Engraving Printing
We will help you, or do it all, and do it well.

F. J. BROWN
114 5th Avenue, New York City.
Telephone No. 799 18th Street.

TO THE EVENING NEWS

Published at BUFFALO, the American Newspaper Directory for 1903 gives a much higher circulation rating than is accorded to any other daily paper in New York State published outside of the City of New York.

The St. Paul Globe

Has carried more columns of advertising from January 1st to the present time, than ever before in any six months of its history, and the advertisers who use its columns are getting better results.

Largest Morning Circulation in St. Paul

Books Open to Inspection of Advertisers

THE GLOBE CO., ST. PAUL, MINN.

M. F. KAIN, Business Manager

FOREIGN REPRESENTATIVES

CHAS. H. EDDY
10 Spruce St., New York City
Tel. 2971 John

W. B. LEFFINGWELL & SONS
405 Schiller Bldg., Chicago, Ill.
Tel. Central 3808

Sometimes Up Down

The circulation of a newspaper, with an honest circulation, varies week by week, month by month, year by year. Papers with street sales vary more than those delivered to the homes—every copy—like **THE JOLIET NEWS**. **THE NEWS** often loses a hundred or two in a month and says so. For instance, the average for April was 6,802, while June showed only 6,792.

All Joliet papers are not alike. One of them has a circulation that has not varied in two years—not a single subscriber.

THE NEWS does not refuse to let advertisers examine its books of circulation, but is pleased to have them do so.

H. E. BALDWIN, Adv. Mgr.

WHEN

a strong Republican two-cent evening paper like

The Jersey City Evening Journal

has far the largest circulation in a Democratic stronghold that means something that shrewd advertisers appreciate.

DAILY AVERAGE CIRCULATION:

1899—14,486.	1900—15,100.
1901—15,801.	1902—17,532.

1903—18,460

**A HOME, Not a Street
Circulation.**

THE CHICAGO Daily Drivers' Journal

FOUNDED IN 1873.

has behind it thirty years of uninterrupted success and constant growth. It goes every day into the homes of over 35,000 of the most prosperous and progressive stockmen and farmers of the West, who are well-to-do, able and willing to buy. In 1902 more than \$321,000,000 worth of live stock was sold in the Union Stock Yards of Chicago, and this money went into the pockets and added to the profits of the readers of **THE DROVERS' JOURNAL**. The circulation covers the Mississippi Valley States and the great West. As a medium for advertisers of farm machinery and implements, land, farm supplies and articles for household use, **THE DROVERS' JOURNAL** is especially valuable, as it is essentially "the farmers' daily." You cannot afford to overlook us if you want the farmers' trade. Sample copies, rates and full particulars upon application to

THE DROVERS' JOURNAL,

Union Stock Yards,

Chicago, Ill.

On the Boom.

We wish to say that the black job ink you shipped us May 15th proved entirely satisfactory. Send us another 25 lb. can.
Mirror, Danby, Vt.

I am pleased to say that the ink I recently obtained from you was entirely satisfactory, and this has been true of all the previous supplies purchased from your establishment. Your inks are as good as any I use and are much cheaper than any of the others.
Chief, Donaldsonville, La.

Your ink is cheap and the best I ever used. I use none other.
News & Farmer, Louisville, Ga.

Your ink is all right—entirely satisfactory.
Ledger, Easton, Md.

The summer months are always considered the dullest period of the year in the printing line, but strange to relate this summer has been my best since 1897. I attribute the increase to my new book, which seems to secure orders from every one to whom it is mailed. My only means of selling is through "Uncle Sam," and I can vouch for his ability as a hustler, as he never gets weary.

All I ask is a trial order, and the purchaser can be the judge.

When my goods are not found as represented I offer no argument but refund the money along with the cost of transportation.

Send for my price list containing valuable hints for the press room.

Address :

PRINTERS' INK JONSON,

17 SPRUCE STREET,

NEW YORK

Just Published: Price 10 cts. by Mail.

A Handbook for American Advertisers

Containing:

1. List of the papers of largest circulation.
2. List of the leading Sunday papers.
3. List of the best papers in each State enumerated separately.
4. List of Three Dozen Dailies in which it will cost more than fifty thousand dollars to insert a three-inch advertisement each year.

Experienced general advertisers, whose business admits of buying publicity in all parts of the country, are quick to realize that all papers are not equally available for them, and that the comparative value of service rendered often bears little relation to price demanded. It would not be an extreme case where, of two papers costing a dollar each for a specified service, the chance of returns from one might not be more fairly worth ten cents than that the other should be fully worth a hundred cents. It is by buying space in papers of the last-named class and keeping out of those of the other sort that good advertising managers earn handsome salaries and great advertisers accumulate satisfactory profits from advertising investments. The list of papers named in this handbook is sufficiently large to exhaust almost any advertising appropriation. It is an aid to advertisers in selecting the best, and thereby enabling them to avoid using those that are less desirable.

To obtain this handbook send five 2-cent stamps.

GEO. P. ROWELL & CO., Advertising Agents,

No. 10 SPRUCE STREET, NEW YORK.